

E&P

June 2, 1973
Thirty-five cents

22

Editor & Publisher

® THE FOURTH ESTATE

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to section



**This is a picture
of the 1971
Illinois press
photographer of
the year.**



**And this is a
picture of the 1972
Illinois press
photographer of
the year.**

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JUN 5 1973
CHICAGO CIRCLE

You're looking at Ovie Carter, Chicago Tribune photographer. For the second year in a row, Carter has been named the state's outstanding press photographer by a vote of his peers.

When you've got great photographers like Ovie Carter, you get the kind of compelling photographs that stop and hold readers.

It's another reason why we have more readers than any other newspaper in Mid America.

Chicago Tribune
A step ahead of the times.

SERIALS SECTION LIBRARY
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SECOND CLASS P.O. ENTRY



"If men are to be precluded from offering their sentiments . . . reason is of no use to us; the freedom of speech may be taken away, and dumb and silent we may be led, like sheep to the slaughter."

George Washington, 1732-1799

A Voice in the Future

Words from the past, concerned with a nation's future. A reminder that the concept of a free press was one of the foundations of this free country.

We at Copley Newspapers believe that we must maintain that concept through continuing growth to match that of the dynamic communities we serve. In Aurora, Illinois we are building a 22,000 square foot addition to our present Beacon-News facilities. This expansion in one of the fastest-growing areas in the country is typical of the financial commitment we are making in our corporate future and in the regions where our voice is heard.

Copley Newspapers... We intend to have a voice in the future.

Copley Newspapers

California: The San Diego Union and Evening Tribune—The Sacramento Union—South Bay Daily Breeze—Alhambra Post-Advocate—Burbank Daily Review—Glendale News-Press—Monrovia Daily News-Post—San Pedro News-Pilot—**Illinois:** Illinois State Journal and Register—Aurora Beacon-News—Elgin Daily Courier-News—Joliet Herald-News—Wheaton Daily Journal—**Hawaii:** KGU (AM)

Last year in Detroit a flooding basement, a defective furnace, and three rats got an FHA mortgage.

That's when The News raised the roof.

Rats and leaks.

Overpriced, substandard houses.

Negligent appraisers. And corrupt
real estate speculators.

All parts of last year's Federal
Housing Administration program in
Detroit. A program that led to bungled
inspections and mishandled
complaints. A program that The Detroit
News helped reform, because of
reporter Don Ball's continuing
investigative series on FHA mortgage
abuses.

For over a year, Ball has looked at
the FHA system of insuring mortgages

under sections 221D2 and 235. Two
FHA projects that offer mortgages with
only a token down-payment to low-
income families.

Ball discovered that too often the
projects were being manipulated to
fleece—rather than help—the poor.
Low-income families who were conned
into defective, over-priced homes.
Welfare mothers who had to live with
furnaces that burned out in a month,
walls that crumbled under a hasty
cosmetic job, and roofs that quickly
revealed leaks. Unknowingly these
families bought homes that already
had been condemned by the city.

Then they faced repair bills so high
they could no longer afford mortgage

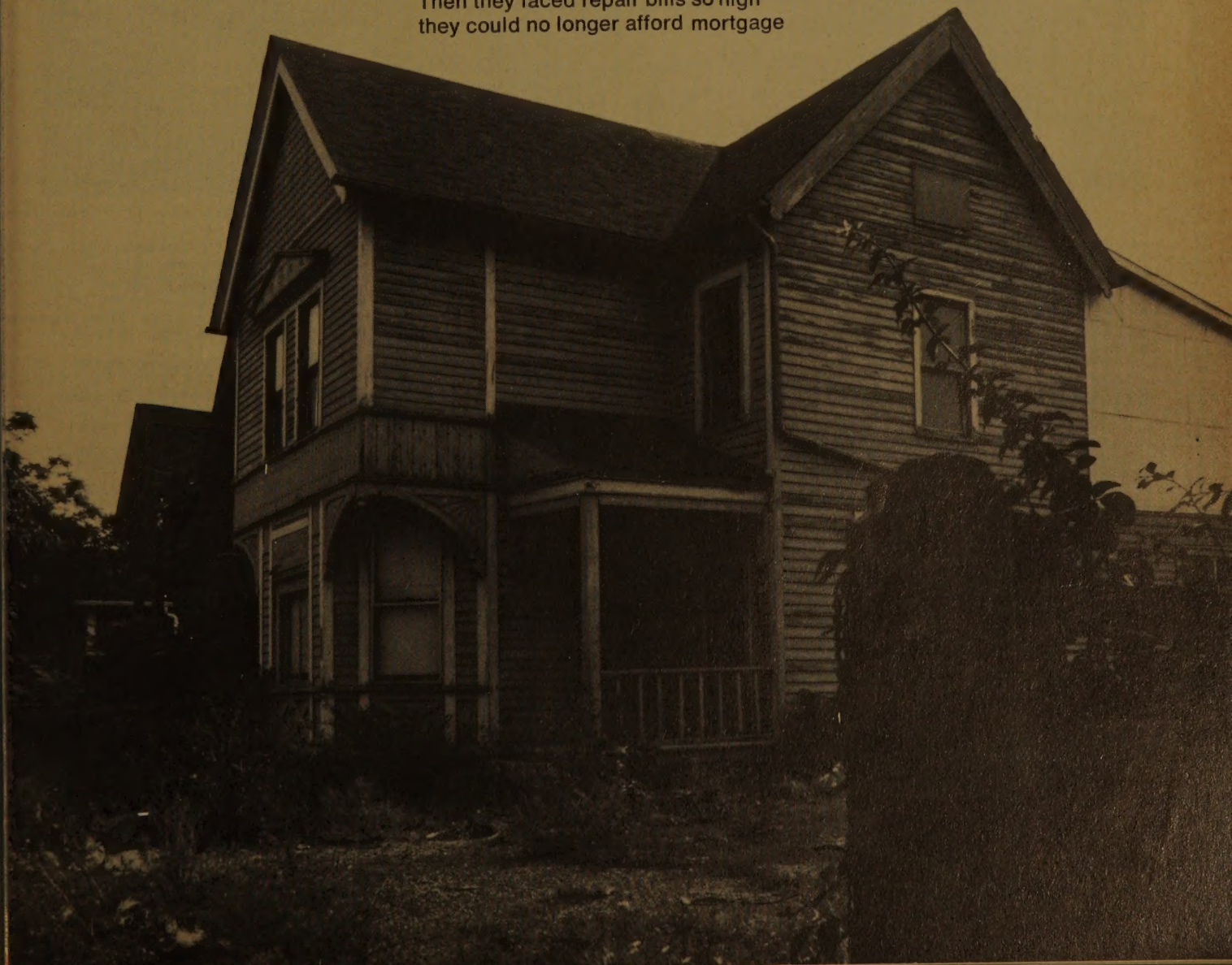
payments. And Ball told how the FHA
ignored their appeals.

Ball told the story. And the telling
changed the story. Slowly the FHA
initiated reforms. Like re-appraising
their appraisers. Requiring city
inspection of their homes. And
establishing a complaint division.

The FHA changed. And so the future
of housing in Detroit changes. Because
The Detroit News did what a
newspaper must do. Look at a story
deeply. Thoroughly. Meaningfully.

That never changes.

The Detroit News
Largest evening newspaper circulation in America.



EDITOR & PUBLISHER 1973 YEAR BOOK

tells everything
you wanted to know
about newspapers
but didn't know
how to find out . . .

Names and addresses:

. . . of U.S. and Canadian daily and weekly newspapers, foreign newspapers, special service dailies, newspaper features, brokers, suppliers, representatives, engineers, erectors, newspaper groups, journalism schools.

Lists and figures:

. . . newspaper personnel in all departments, advertising rates, circulation data, mechanical equipment in use, pay scales, employee publications, foreign correspondents.

Sources and suppliers:

. . . mechanical equipment of all kinds, syndicated features, newspaper services, advertising agencies, promotional aids.

. . . and much more, at \$15 per copy

Write for yours today!

Editor & Publisher

850 Third Avenue, New York, N.Y. 10022

JUNE

- 3-15—API Telegraph Editors and Copy Desk Chiefs. Columbia University.
- 4-8—Knight Newspaper Seminar, Circulation Management, Miami.
- 7-9—Mississippi Press Association annual convention, Buena Vista Hotel, Motel, Biloxi, Miss.
- 7-9—Advertising Managers Bureau 51st summer meeting, The Gideon Putnam, Saratoga Springs, New York.
- 8—Ohio Newspaper Offset Clinic, Holiday Inn, Ashtabula/Austinburg, Ohio.
- 8—Canadian Press meeting of French-language news editors, Quebec.
- 8-9—Newspaper Advertising Executives Association, spring meeting, Holiday Inn, Gainesville, Ga.
- 8-9—New England Daily Newspaper Association Regular Spring meeting, Basin Harbor Club, Vergennes, Vt.
- 10-14—ANPA Research Institute Production Management Conference with SNPA Mechanical Conference (East and West Division), Rivergate and Roosevelt Hotel, New Orleans, La.
- 10-15—Newspaper Division Special Libraries Association, Pittsburgh.
- 11-13—International Press Institute, Jerusalem.
- 14-16—Arizona Newspapers Association, Summer Workshop, Sunrise Park Hotel, White Mountain Apache Indian Reservation, McNary, Arizona.
- 17-21—International Circulation Managers Association annual meeting, Milwaukee, Wis.
- 17-29—API Publishers, Editors and Chief News Executives (for newspapers under 50,000 circulation), Columbia University.
- 20-23—Newspaper Personnel Relations Association, Milwaukee.
- 21-23—Florida Press Association, Hilton Hotel, Port St. Lucie.
- 21-23—Tennessee Press Association Convention, Holiday Inn Rivermont, Memphis.
- 22-23—New Jersey Press Assoc. Annual Summer Conference, Essex & Sussex Hotel, Spring Lake, N.J.
- 24-28—Association of Newspaper Classified Advertising Managers 53rd annual conference, The Queen Mary, Long Beach, California.
- 25-29—Knight Newspaper Seminar, Organizational and Team Development, Miami.
- 28-29—National Newspaper Association Conference, "The Energy Crisis," Hyatt-Regency, O'Hare Intl. Airport, Chicago.
- 28-30—Association of Newspaper Classified Advertising Managers, Long Beach, Calif.

JULY

- 1-5—National Press Photographers Association annual business meeting and seminar, Arlington Hotel, Hot Springs National Park, Arkansas.
- 8-11—Newspaper Personnel Relations Association, 25th Anniversary Conference, Pfister Hotel, Milwaukee, Wisc.
- 15-18—International Newspaper Advertising Executives semi-annual meeting, Hotel Nova Scotian, Halifax, Nova Scotia.
- 20-22—South Carolina Press Association, summer meeting, Savannah Inn and Country Club, Savannah, Ga.
- 22-27—ANPA-INPA Newspaper Research Workshop, Ohio State University, Columbus, Ohio.
- 23-27—Knight Newspaper Seminar, Modern Production Techniques, Miami.
- 23-Aug. 24—Seminar, "News Media in Western European Countries," Temple Univ. School of Comm. The Netherlands. Contact: Dr. Samuel Riley, Journalism School, Temple Univ., Philadelphia, Pa. 19122.
- 30—Aug. 3—The Newspaper Guild annual convention, Hotel Vancouver, Vancouver, B.C.

AUGUST

- 13-16—National Advertising Show, The New York Hilton, New York City.
- 23-25—Montana Press Association Convention, Big Sky, Montana.
- 26-28—New York State Publishers Association, Otesaga Hotel, Cooperstown, N.Y.
- 29-Sept. 1—International Newspaper Promotion Association-European Division, Hotel Zurich, Zurich, Switzerland.

SEPTEMBER

- 7-9—Ohio Newspaper Classified Clinic, Pick-Ft. Hayes Hotel, Columbus.
- 13-15—PNPA Classified Clinic, Hershey Motor Lodge, Hershey, Pa.
- 14-16—Pacific Newspaper Mechanical Conference, Southern Division, Biltmore Hotel, Los Angeles.
- 17-20—Knight Newspaper Seminar, "Training, Developing and Evaluating Your Employees," Miami.
- 24-26—INPA Southern Regional conference, Hyatt House, Houston.
- 26-29—Pennsylvania Newspaper Publishers' Association Annual Convention, Pocono Manor Inn & Golf Club, Pocono Manor, Pa.
- 28-30—Advertising Executives Association of Ohio Daily Newspapers sale clinic, Pick-Ft. Hayes Hotel, Columbus.
- 30-Oct. 3—INPA Eastern Regional conference, Ottawa Skyline, Ottawa, Canada.

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EDITOR & PUBLISHER for June 2, 1973



Topeka and the Pulitzer Prize

Brian Lanker, Topeka (Kansas) Capital-Journal photographer, won the Pulitzer Prize for his photography. This year, he also won first place in the National Press Photographers Contest. He has been a finalist for "Newspaper Photographer of the Year" for the last three years. He won this competition, in 1970. The Capital-Journal has won the Kansas-Missouri Associated Press Grand Prize for photography 11 years out of 14. We feel we're consistent with photo excellence.

This excellence is not limited to photo, however. Market penetration, demographics, readership, and rates all point to The Capital-Journal being an excellent media purchase. There are many, many people in Kansas who are discriminating enough to want an excellent newspaper. We have it.

Topeka Capital-Journal

Morning — Evening — Sunday

Represented Nationally by Branham-Moloney, Inc.



Yes... you're a candidate for Heart Attack

You can reduce your risk by

- Not smoking cigarettes,
- Eating foods low in animal fats and cholesterol,
- Reducing if overweight,
- Exercising regularly, moderately,
- Controlling high blood pressure,
- Seeing your doctor regularly,

and by supporting your Heart Association's programs of research, education and community service.

Help your Heart... Help your Heart Fund



Contributed by the Publisher

CATCH-lines

By Lenora Williamson

"THIS COLUMN IS NOT ABOUT WATERGATE" declared a headline for Bob Kuttner's piece in the New York City *Village Voice*. "With the Ervin hearings in full tilt, it's fine thing to be a reporter in Washington. If you happen to be covering Watergate. If not, stay in bed . . . Despite the lure of McCord and Magruder and the rest of the Watergate muck, Woodward and Bernstein and 500 also-rans will have to soldier on alone. I'm keeping an eye on the government, even if it's no fun any more . . ."

* * *

WOMEN'S LIBERATION RIDES AGAIN—"Wanted, Mr. Type Cowperson" explained the headline over an advertisement in the *Marmaton Valley Sun* in rural eastern Kansas. The rancher placing the ad explained, "Cowboys last a few days or weeks—and then you never see them again."

* * *

BEEF BY ANY OTHER NAME—The consumer assignment of the month may well have been gotten by Shelby Gilj, *Seattle Times* reporter, who was asked to secretly feed his family horse meat and report reactions. She wrote that husband Svein, also a *Times* reporter, and the children liked the "delicious beef." Carrying consumer testing even further in the newsroom, Shelby conspired with city editor Lane Smith's wife Pat. Lane got horse meat on the dining table too, but since the staff had also conspired to withhold his dup of the story, Lane didn't know until he read the first edition note: "How did you like your horse meat, Mr. Smith?" Mr. Smith's verdict given enthusiastically to E & P: "Excellent!"

The cost, noted in the APME Idea Club news letter: \$10 for the meat; \$30 for mileage since the only horse meat market is 40 miles away, and a day's staff work.

* * *

"GIVE THEM 25.4 MILLIMETERS and they'll take 1.609 kilometers." AP's aerospace writer Vern Haugland reported some changes that may hit those good old sayings and good old songs if the country moves to the metric system. Haugland's story listed some of the odd numbers that would displace inches, miles and even barrels—the latter of which would make that song read: "Roll out the 57.97 liters . . ."

* * *

ANOTHER 19-YEAR-OLD makes photo news. Kerry McIntyre is an ad salesman for the weekly *Kenora* (Ont.) *Caledonian*, whose office is above a bank. Told a bank robbery was in process downstairs, Kerry grabbed a camera and was ready with 50 mm lens pointed at the bank door when robber and policeman hostage walked out. What our hero didn't know was that dynamite was involved. When everything blew, he kept shooting. The Winnipeg Canadian Press called while Kerry was processing the film, and he agreed to drive 130 miles to get to the Press transmitter. He also got a ticket for doing 95 mph in a 60 zone along the way.

* * *

VIVA LA DIFFERENCE—Here are the first four grafts of the story in the *Chicago Tribune*:

"Fernando Valdizan, one of the most eligible bachelors in the Arlington Park jockey colony, smiled as he pondered the question.

"Yes, girls here are different than the ones back in jikeru," answered. "KERE THEY WAN IARS . . . DACK ERE E WANT TO GE MARRIED."

TK ERE IS A DIR DIFFERENCE IN E RACIN ACCORDINR HE ROODKINR Ad frn jkina, Money!"

* * *

PUNS THAT BLOOM IN THE SPRING—When the Oklahoma University varsity won the annual Spring football game against alumni with a sharp passing attack, the *Sunday Oklahoman* sports page used a 7-column banner: "Old Grads Cut Off at the Pass." And the *Seattle Post-Intelligencer* told the sad tale of a cat trapped for a month in the crawl space of a house finally clawing its way through insulation and building material to freedom. The head: "Purr-fect End to Near Cat-astrophe."

EDITOR & PUBLISHER for June 2, 1974



**YOU CAN
GET 52 WEEKS
OF FOOD DOLLARS
ANY YEAR**

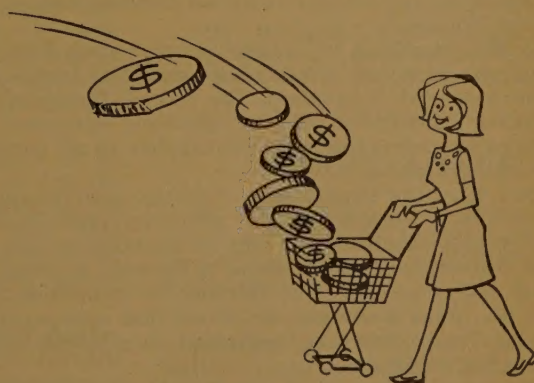
— ANYWHERE IN AMERICA —

**BUT — SYRACUSE GIVES
YOU OVER 55 1/4 WEEKS
OF FOOD DOLLAR
VOLUME IN 52 WEEKS!**

In the five counties in our Retail Trading Zone . . .
(Onondaga, Oswego, Madison, Cayuga and Cortland)
RETAIL FOOD SALES IN 1971 TOTALED \$336,676,000.00*

This amounts to \$20,175,434.00 above the national average!!! That's like a guarantee of a 6 1/4% bonus! . . . Want your share? Then promote in America's Best Test Market through the Syracuse Newspapers where your retail supermarket customers promote — 218,825 reader families with those 20 million extra dollars ready to move your products — no other media can even begin to offer this kind of exposure in Syracuse — the market with the vibrant vitality!

**SYRACUSE—
AMERICA'S
BEST TEST
MARKET**



*"Sales Management's Annual Survey of Buying Power, July '72"

THE SYRACUSE NEWSPAPERS

• Herald-Journal, Daily • Post-Standard, Daily • Herald-American—Post-Standard, Sunday

CALL NEWHOUSE NEWSPAPERS 420 Lexington Ave., New York, New York, 10017

Editor & Publisher

• THE FOURTH ESTATE

Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member,
Audit Bureau
of Circulations
Member, American
Business Press, Inc.



6 mo. average net paid Dec. 31, 1972—25,038
Renewal rate—75.24%

GUEST EDITORIAL

In defense of group ownership

By John S. Knight

Editorial Chairman, Knight Newspapers

During the recent ASNE convention in Washington, press watchdog Ben Bagdikian dispensed some opinionative declarations which are open to challenge.

Bagdikian: "There is another reason why we need to be worried about the independence and guts of newspapers in protecting the public from official skullduggery and misfeasance. Newspapers are more and more becoming parts of chains and conglomerates at the rate of one independent newspaper disappearing every five days. Two-thirds of all papers are now in such groups and each time one of these groups acquires another communications property, it needs the approval of the Attorney General of the United States. So two-thirds of our papers have corporate reasons to fear a President who is ready to use his Department of Justice for political reasons. About a quarter of our dailies have their stock traded on the market, and persistent government attacks or challenges can affect their stock."

At a later session, and at my suggestion, Clare Boothe Luce also bemoaned the growth of groups and the trend to single ownership cities. Mrs. Luce did not include this topic in her prepared address, yet I knew her views on the subject and thought other editors would like to hear them, too.

* * * *

By way of reply, may I say that Mr. Bagdikian is misinformed on several points:

1. Without disputing his numerical computations—although they are suspect—the premise that group newspapers somehow fear the President—whomever he may be—is without foundation.

For instance, I have vigorously opposed our involvement in Southeast Asia ever since 1954—thus bringing our newspapers into direct conflict with four Presidents—Eisenhower, Kennedy, Johnson and Nixon.

In the 1972 election, I stated that I could not vote for President Nixon because "I am outraged by this administration's abdication of moral principles . . . This is one citizen's protest against the incredible flouting of simple honesty and a proper code of public morals by the White House and its staff . . . I resent being asked to accept on faith the shabby tricks of gutter politics which are being masked in the deep and foreboding silence of those who govern my country."

These public positions would not indicate that we lack guts, or live in fear of the President.

2. Mr. Bagdikian is likewise in error when he speaks of the necessity of obtaining approval from the Department of Justice whenever a "communications property" is acquired. The Federal Communications Commission must approve transfers or sales of radio and television stations, as well as new applications. But this provision applies to all owners or applicants, not to newspapers alone.

Nor must the Department of Justice give its approval "each time one of these groups acquires another property." The Department is interested under certain circumstances such as the enforced sale by Times-Mirror of the *San Bernardino Sun-Telegram* to Gannett, a group enterprise. The Department of Justice offered no objection to Gannett as the new owner.

3. Mr. Bagdikian seems to believe that newspapers whose stock is publicly traded are worried over "persistent government attacks or challenges which can affect their stock."

A general statement of this kind is not convincing. To my knowledge, we at Knight have always taken strong public positions without thought of government "attacks or challenges," or what possible effect our editorial policies might have on stock prices. Mr. Bagdikian should be more explicit. His former employer, the *Washington Post*, owns several "communications properties," but I have never seen the *Post* tip its hat to the White House.

* * * *

Mrs. Luce thinks there should be "more newspapers," and so do I. But the fair lady errs in believing that "the press monopolists" are somehow responsible for the disappearance of newspapers in our large cities and "the concentration of press power."

I attempted to explain to Mrs. Luce that economics largely determine the

(Continued on page 7)

The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journal established March 22, 1884; Newspaper established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 2, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker Jr.

Associate Editors: Margaret C. Fisk, Ma Mehler, Jeffrey J. Mill, Edward W. Swietnicki, Lenora Williamson.

Editorial Assistant: Marie Stareck.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

Sales Representatives: Donald L. Parvin, W. Pierce, Richard E. Schultz, Kenneth Schmitt, Earl W. Wilken.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia A. Stephenson.

Marketing and Research Manager: Albert Weis.

Librarian: Adelaide Santonastaso.

OFFICES

General: 850 Third Avenue, New York, N.Y. 10022. Phone: 212 752-7050. TELEX 12 510.

Chicago: 111 East Wacker Drive, 60601. Phone: 312-565-0123. Gerald B. Healey, Editor, W. L. Pierce, Richard E. Schultz, Advertising Representatives.

Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone: 415-421-7950. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent, England. Alan Delafons, Manager.

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number of newspapers, and that many local owners often sell to our large groups for reasons that are solely economic.

Example: In many instances a newspaper owner faces the reality that upon his death, the estate taxes will be spectacularly high in these days of inflated values. He often, therefore, elects to sell his newspaper for cash and notes, or make a tax-free exchange of his stock for a listed and marketable security.

Example: In the case of Knight, owners of newspapers in Miami, Detroit, Charlotte, Tallahassee, Macon and Philadelphia wanted to sell and indicated that they wanted to sell to us. In each instance, other than Chicago, these owners were dealing with no other party. In Chicago, where the test was "best qualified to carry on the traditions of the News," Knight was selected as the buyer of the *Daily News* by trustees representing the estate of the late Col. Frank Knox.

When I asked Clare Boothe Luce if she had any solution for the preservation of more locally-owned newspapers, she replied: "My dear Jack, I don't propose solutions. I only pose problems. It is up to you to find the solutions."

And that, I fear, is often the attitude of our critics who fail to understand what Jimmy Durante calls "De conditions dat prevail."

* * * *

Merely as a footnote, and without refection upon the previous owners who have sold to Knight, we believe that we have materially improved every newspaper we have acquired.

We spend more money on editorial staff, wire services, pictures, financial pages and general improvement of the newspaper than before. The fact is well known in our profession. As Lee Hills, president and executive editor of Knight Newspapers, said to our editors and general managers last fall: "Ownership of a newspaper carries with it responsibility for more than the balance sheet . . . A newspaper is something more than a profit-making business. Our job is to help discharge the responsibilities of ownership; to capitalize in group resources and on a favorable Knight image without stifling individual editors or jeopardizing the central fact about our philosophy—the integrity of our newspapers."

Finally, I submit that group ownership is not necessarily bad in itself. In another way, some press critics clamored for financial reports and the right to buy newspaper stock. As a public company we do both, and under our employees' stock purchase plan, stock is available at 85 percent of the current market price.

If I were a local newspaper owner, I would never sell to anyone except under the most compelling circumstances. But sometimes there is either a need of a desire to sell, and we are always interested.

* * * *

The record shows that newspaper members of the Knight group have never bent the knee to Presidents, corporations, labor unions, chambers of commerce, or pressure groups. Nor do we insist that editors necessarily conform to my views or those of Mr. Hills'. We believe in local autonomy, as was shown in the last presidential election when our endorsements were divided between President Nixon, Sen. McGovern and "no choice;" and no editor agreed entirely with my position that I could not possibly vote for either one of them.

May it ever be thus!

DITOR & PUBLISHER for June 2, 1973

letters

WORLD COMMUNICATIONS DAY

Today, for the seventh time, we celebrate the annual World Communications Day. We invite all of you to reflect with us on the theme chosen for this year's celebration: "The Mass Media and the Affirmation and Promotion of Spiritual Values".

One of the greatest blessings of our age is the advance of technology and the great progress made in social communications. Now as never before spiritual values can be affirmed and spread from one end of the earth to the other. The marvellous providence of God has reserved this wonder for our age.

Men of good will are disturbed to see how these social communications are so often used to contradict or corrupt the fundamental values of human life and produce discord and evil (*Communio et Progressio*, 9). The abuses and the harm they cause are well known. The spread of false ideologies and excessive preoccupation with mere material progress frequently detract from concern for true wisdom and lasting values.

But what are we asking for today is positive action on the part of all those engaged in the mass media, to diffuse in all their fullness the values of Christ's life-giving message and to make the world ring with their conviction, with the voice of their belief and with the Word of God. This is indeed an important vocation and a great service to the world. And we appeal likewise for a full measure of partnership with all brother Christians and with all men of good will in every land to affirm effectively the common principles upon which the dignity of man depends.

We are asking all those engaged in social communications to tell the story of the sacrifice and dedication that exists in the world, to make known the good that abounds, and the dynamism, enthusiasm and selflessness of so many, especially among the young.

We ask them all to renew their resolve to transform the mass media into burning torches and powerful beacons illuminating the path to the only true happiness. The world needs the affirmation of spiritual values as seen in their concrete expression. To reach this goal those who are able to use social communications in all their expressions must do so. The language of image and print, of light, music and sound must help convey the message of goodness, beauty and truth. The press, the radio, television, the cinema, the theatre and advertising must be utilized to the full in this mission of conveying a meaningful message to the world.

As the mass media affirm and promote the spiritual values of an ever-striving humanity, they help to prepare for the day when there will be a new creation, in which the Fatherhood of God will be universally acknowledged and brotherhood, justice and peace will prevail. And so with the challenge that we offer goes the expression of our gratitude to all men of good will who endeavour to make this contribution.

From the Vatican, 1 May 1973

POPE PAUL VI

(Ed note: This is part of the Pope's appeal for observance of World Communications Day, June 3.)

* * *

UNREALISTIC MEDIA BUYERS

The May 19 story on Seagram's newspaper position evaluation reveals how completely unrealistic a few media buyers can be. In stating that the Seagram distilleries had discontinued ads in some newspapers because of their placement, these people are completely missing the point of good advertising, which is to get results, not position. Mr. Partridge, Seagram's media manager, seems to be saying that no matter how great the response his ad gets from a particular newspaper, if it did not have a "quality position" that newspaper will get no more advertising.

Partridges' position evaluation chart has little or no value as far as readership is concerned. For example, how many sports fans will read the first two sports pages and stop? Or, how many readers of the women's section stop reading at the first or second pages? When a 100 page newspaper is purchased it is usually read in its entirety, more especially the section that interests the purchaser. The evidence is undisputable—in the average newspaper section there are as many ads on page eight and nine as there are on page three and four, because these pages are getting the advertiser results—which is the name of the game. If the ad is good—the response will be just as good on page four or five as on two or three.

JAMES E. WILCOMBE

(Mr. Wilcombe is advertising manager of the Morning Advocate, State-Times, Sunday Advocate in Baton Rouge, La.)

Short Takes

As of January 1, New Jersey will no longer look upon its 18-year olds as children who must be protested by the state.—*Philadelphia Inquirer*.

* * *

Her face lights with that warm sinning smile.—*Rocky Mountain News*.

* * *

Mr. and Mrs. . . . have gone to Oxford Junction Saturday to attend a sale of relatives.—*Maquoketa (Ia.) Community Press*.

* * *

Magistrates ordered Tom Shearing, 61, told the court Shearing's mongrel dog, Smokey, Friday the dog meant no harm destroyed for biting a milkman and added: "He bites me quite two salesmen, a garbage man a lot but not all the time.—*Denver Post*.



"The New York Times provides an important extra dimension of reporting—the story behind the story—that helps give me perspective about events and personalities in the nation and the world."

Mike Lawrence, Managing Editor
The Times-Democrat, Davenport, Iowa

Copy standards threatened by city room automation

By Van Pritchatt Jr.

A group of city editors from the U.S. and Canada, discussing how to adapt the newsroom to new technology, agreed there's strong pressure to yield on standards for reporting and writing quality—but the standards can and must be maintained.

Success in switching over smoothly while continuing to maintain quality, the group found, depends not just on instructions but perhaps even more on staff attitude, and that depends largely on leadership exercised by the city editor.

The city editors, informally organized and by choice without a group name, had their fourth annual meeting last week (May 22-25), this time at Hamilton, Ont.

Seven of the 18 papers represented are using scanners (optical character readers) to input news copy to computers. These papers are the *Milwaukee Journal* and *Sentinel*, the *Columbus Citizen-Journal* and *Dispatch*, the *Louisville Courier-Journal*, the *Wilmington Morning News* and the *Hartford Courant*.

Many of the papers are in some stage of conversion to cold type. Most of the city editors expect that some editing in their offices will be done on video display terminals in the near future.

Edit as before

Initially the inclination in some of the scanner papers has been to tell city editors and assistants to ease off on editing. The scanner works better on clean copy.

One of the city editors reported: "We said, 'Look, these are not the greatest writers on earth we have here. We have to do a lot of editing to make this a good paper.' That was resolved, and we edit just as before."

There has been a similar temptation, with conversion to cold type as well as with deadline advances for big press runs and delivery problems, to sacrifice writing-reporting quality by shoveling copy, it is reported.

The city editors showed in the discussion they are positive people—concentrating more on how to adapt to technical advances than on the problems, and not really questioning whether the adaptation will be successful.

One step taken by many papers is scheduling staffs earlier, leaving for the deadline period only those stories actually breaking then. City editors of a.m. papers report most of their staffers putting in their shifts before 7 p.m. The p.m. papers

increasingly have night staffs to handle copy for the next day.

This leaves only a few cases where a city editor, on deadline, has to publish a story that he wants to rewrite but doesn't have time to get it done.

The consensus was that the city editor, first and foremost among those in the newsroom, must firmly believe that technical advances are compatible with quality standards, and that he is able to adhere to them. As one city editor said: "It's just a state of mind."

This is seen as the first step in communicating such a positive state of mind to the rest of the staff.

There was argument that it's not easy to convey such a state of mind to the creative people who are newspaper reporters—that such an attempt could stifle creativity.

A great majority of those in the meeting agreed this was no problem, that the writing artist, the two-finger typist and the writer of sloppy copy could be led to turn out clean scanner-ready copy.

Most scanners read only copy prepared with a certain type face and consistent stroke—meaning the use of an electric typewriter.

One city editor reported telling his reporters that after two weeks of practice on electric typewriters they must be producing scanner-ready copy. It worked in nearly all cases, he said.

Electric typewriters, when given to part of the staff at a time, can become a status symbol, said one participant.

"If anybody resisted, I took away his electric typewriter," he said. "I took away only three."

City desk editing corrections are made in blue pen which the scanner doesn't read. The copy desk may type in the final version of the corrections, but in some cases the copy is returned to the reporter to type in the corrections, or for retyping. Returning the copy was seen as so beneficial that it is recommended for papers with or without scanners.

Writing is concise

Another side benefit reported at the scanner papers is that reporters write more concisely on a copy form with margins ruled in for scanner use, because each take consists of fewer words than on plain copy paper.

Showing how reporters take pride in their paper, one city editor said their principal concern in switching to scanner use was that their copy wouldn't be edited as fully as in the past.

Reporters at other papers were said to like the ability of the scanner to get late

stories into type quickly and to set them as they appear on copy paper, with only the writer to blame for errors.

Various ways were suggested for switching the first reporters to electric typewriters—picking a few reporters who have shown an interest in technical progress, or randomly changing some typewriters in the dead of night. The consensus, however, was that the initial step should be a staff meeting.

"The biggest problem we had," said the city editor of a scanner paper, "was that we didn't explain the reasons to the staff at the outset. Give them the reasons. We just didn't give them enough background."

Others reported misunderstandings when technically oriented people conducted such meetings. Consensus was that editorial executives, such as city editors, who know how to communicate with editorial workers, should conduct the meetings, with technical people on hand.

Complaints are to be expected from some reporters. "You're making us typists," some said. Others complained about parking and desk space when they had to go from bureaus to the main office to use electric typewriters.

You can't put an electric typewriter in a public pressroom or it will be stolen, some of the city editors found.

Training important

The number of typists in editorial departments of the scanner papers varies widely—from three to seven. Generally the rule is editing with blue pen, invisible to the scanner, by the reporter and city desk. Then the copy desk marks out deletions with black pen, which keeps the scanner from reading such words. Insertions must be typed in below the line. This is done by copy desk, a typist or reporter, depending on circumstances. After a reporter or typist finishes reworking copy, it must be checked by a copy editor again.

The city editors viewed scanners as an intermediate step, with the ultimate goal being conversion to video display terminals (VDTs) for both writing and editing. The high cost of VDTs means that the closer prospect is their use for editing while reporter copy is input by scanner.

Generally the city editors reported that most of their problems with sloppy copy are with older reporters, that increased care in hiring and improved training are gradually reducing the problem. Some of the papers have training editors—on the level of an assistant city editor, or, in one case, an assistant managing editor.

A good training program, to keep developing a supply of new talent, was seen as the best solution to the problem of bright reporters moving on to bigger papers. Training appears to be important at nearly all the papers, even after careful hiring.

Lots of dissatisfaction was voiced about the output of journalism schools—many of the graduates not knowing how to spell, work for deadlines or dig out news. It was

(Continued on page 38)

Mr. Pritchatt is city editor of the *Memphis Press-Scimitar*.

Automotive columns offered by Washington Star Syndicate

"Wheels" is a new Washington Star Syndicate package of weekly columns devoted to the auto world and offered to newspapers for special sections.

For more than a year, the four weekly columns have been the mainstay of the *Washington Star-News* Friday section, "Wheels," which is devoted exclusively to automotive news and advertising. A fifth feature, a question and answer column, has been added to the package. Four of the columnists are Washington Star-News staffers and one is Robert W. Irvin, who covers the auto scene for the *Detroit News*.

Harry E. Elmlark, president of the Washington Star Syndicate, said that the syndicate has probably got more responses to the "Wheels" promotion mailing than any feature he could remember in the past five years.

The columns will be sold only as a package, and the syndicate is charging more than for an ordinary feature because "Wheels" is calculated to make money for papers, Elmlark noted. He said newspapers are impressed with the experience of the Washington Star-News "Wheels" section and he sees tremendous interest in the package although it is not widely sold as yet.

Elmlark said the subscribing papers would be made privy to past experiences of Washington Star-News in connection with the section and also have use of the "Wheels" logo.

Last Fall, Jack C. Neal, director of public relations of the National Automobile Dealers Association, mentioned the possible syndication of the wheels section, which was begun after Washington dealers urged the Star to try it out. He said auto sections would have the backing of NADA and member dealer groups (E&P, September 23).

Ad lineage increases

Washington Star-News advertising director Jack C. Schoo, commenting on the paper's weekly "Wheels" section, explained that in a fourteen month period the Star-News gained 1,278,000 lines of automotive lineage, an increase of 72 percent over the comparable period preceeding. Schoo added: "Lest one infer these gains to be primarily the result of acquiring the News circulation it should be pointed out that from October 1, 1971, to June 30, 1972, 'Wheels' alone accounted for an increase of 618,884 lines in classified automotive lineage."

Hy Wisegrad, managing editor of the Washington Star Syndicate, said that between 12 and 15 papers have bought the package since it was launched in mid-March. Among the representative papers mentioned by Wisegrad and Elmlark are the *Philadelphia Inquirer*, *Cleveland Plain Dealer*, *Boston Globe* and *San Antonio Light*. Among smaller papers, Elmlark said the *Mt. Clemens* (Mich.) *Macomb Daily* has bought "Wheels."

In Philadelphia, he said the *Bulletin*, which has started its own special Friday section, "Motor World," had originally bought "Wheels" but has since released it, enabling the subsequent sale to the *Inquirer*.

Both papers will have one by-line in common in their auto sections, that of Robert Irvin. The *Bulletin* is using Irvin's "Driver's Seat" column, which began syndication by NANA in late February.

Wheels writers

Charles Yarbrough, the Star-News automotive editor for 15 years, is writing a broadly ranging column on the U.S. auto industry for the package, plus reports on foreign developments. Yarbrough is also the paper's travel editor and frequent trips abroad enable him to keep posted on industry news in other countries.

The Q and A column in the "Wheels" package is being done by Kent Goforth of the Washington Star-News.

The other two Washington based columns are by Charles Ewing, a veteran of 30 years of investigative reporting, and Ev Gardner, whose specialty is automobile performance.

Ewing will report on Congressional legislation affecting cars and transportation, having followed hearings on clean engine legislation, highway safety signs and road markings, air bags vs. seat belts, and related issues. He frequently writes human interest features.

Gardner, whose specialty is automobile performance, has been writing a column on autos and racing for 14 years and is a former sports editor. He worked for the *Baltimore News American*, *Boston Herald*, *Providence Journal*, and *Washington Daily News* before joining the Star-News last summer.

In Detroit, Irvin has been observing the car industry for more than 10 years, providing readers with many story "firsts." To find out how the safety air bag concept worked, he volunteered to be a guinea pig in an actual test.

Gannett closes down Acme Colorprint

Acme Colorprint, one of the largest printers of newspaper comic sections, will go out of business June 30.

The firm which was acquired by the Sun Company of San Bernardino, California in 1945 became the property of the Gannett Company when the publishing group acquired the *San Bernardino Sun Telegram*.

When James Richter retired as president in 1967, the firm was the second-largest firm of its kind in the country with 52 newspapers and annual revenues of \$2.5 million or more. Presently, Acme serves 23 newspapers and has been losing money for several years.



Ethridge



Stroud

Ethridge and Stroud are given new posts

New editorship appointments were announced this week by Lee Hills, president of Knight Newspapers.

Joe H. Stroud, 36, associate editor of the *Detroit Free Press* since 1968, was promoted to editor of the Free Press, and Mark Ethridge Jr., who has been editor of the Free Press, has been appointed vicepresident and editor of the *Akron Beacon Journal*.

Ethridge, 48, who has been editor of the Free Press since 1966, will in his new position, carry responsibility for all news and editorial operations of the Akron paper.

Ethridge will take the place of Perry Morgan, who is joining Landmark Communications in Norfolk, Virginia on July 1.

Stroud, a member of the Ethridge, John S. Knight III team which won the 1972 William Allen White award for editorial, during 1972, is a native of Arkansas and was editor of the editorial page of the *Winston-Salem (N.C.) Journal and Sentinel* before joining the Free Press. Earlier, he was a reporter and editorial writer for papers in Pine Bluff and Little Rock, Ark.

Ethridge has worked on the *Washington Post*, the *Winston-Salem Journal*, spent a year on a fellowship with the *Daily Mail* in London and Edinburgh, and was editor of the editorial page of *Newsday* on Long Island for three years, directing the editorial policy when the newspaper won Pulitzer Prize for meritorious public service in 1954, before becoming editor of the *Raleigh (N.C.) Times* in 1955.

In 1957 he became editor and publisher of the *Ravenswood (W. Va.) News*, and remains a member of the paper's board of directors.

He joined the Free Press in 1960 as assistant associate editor, became associate editor a year later, editorial director in 1966 and was named editor in July 1967.

Cervi's Journal sold to two Denver lawyers

Miss Cle Cervi, editor and publisher of *Cervi's Rocky Mountain Journal*, a weekly business newspaper in Denver, announced May 23 that the paper has been sold. The purchasers are a partnership of Daniel B. Lynch and Bruce D. MacIntosh, practicing lawyers in Denver since 1961.

Lynch has been a columnist for *Cervi's* since early 1971.

Poll indicates editors want cheesecake photographs

The figure is in on the 1973 version of the Great Cheesecake Debate: 49-37-14. That's a percentage figure, however, in a bikini photo poll conducted by the Newsphoto Committee of the Associated Press Managing Editors, with 49% of replies favoring continued transmission of bikini shots on the AP wire. Thirty-seven

percent were against continued transmission, and 14% were either neutral or "undecipherable," according to committee chairman Richard B. Tuttle, managing editor of the *Rochester* (N.Y.) *Democrat and Chronicle*.

The committee's "syllabus" mailed to about 1000 APME members (E & P, April 21) was not a formal poll, but editors were asked to indicate their attitude in ten words or less. Less than 10% did, which in itself might indicate editorial opinion on the bikini beauty subject.

Belong in Playboy

Of those favoring transmission of the bikini shots, only a few protested on the grounds that it is a regular part of their daily offering to readers. Tuttle declared: "I would argue that even if a majority of newspapers were using the bikini pictures, this would be no justification . . .

"I have never believed in giving the reader certain information 'because we always have.' The reader's need for information is changing constantly because of the rapidly accelerating Time Machine in which we live. Newspapers should change with our times and our readers. I have always thought the impact of television, for example, has been underestimated by many newspapers."

In Tuttle's opinion—bikini shots "belong in *Playboy* or other specialized publications where they are relevant to that special interest. I would be the first to defend the publisher's right to print that kind of material and the reader's right to buy it. I simply don't think newspapers are the vehicle. We have so many more important things to do. We are too far from perfection, too far from filling the reader's legitimate concerns and demands."

Charleston newspapers argue against tax hike

The city of Charleston, W. Va. is attempting to collect \$286,890 in additional taxes for the five years of 1967 through 1971 from Newspaper Agency Corp., agent for the city's two daily newspapers.

The city has assessed NAC under the 'service' category of the city business and occupation (B&O) tax rather than the 'manufacturing' classification under which NAC has been paying taxes. The manufacturing is 30¢ per \$100 of gross income while the service rate is 90¢ per \$100 of gross income.

NAC has filed a petition for reassessment and has indicated they would take the issue to the courts should the tax collector's ruling stand.

In 1971 the West Virginia legislature refused to enact a law which would have specified that newspaper advertising be classified as a service for purposes of state business and occupation tax.

On March 22, 1972, a Common Pleas Court judge ruled that the city of Pittsburgh cannot collect a higher city business tax from the *Pittsburgh Press* with respect to its advertising gross receipts on the basis that it was a service and not a manufactured product. (E&P, March 31).

Kohn pleads not guilty to filing fake report

Suspended *Detroit Free Press* reporter Howard Kohn has pleaded not guilty to a charge of filing a fictitious crime report to Detroit police. Kohn is the Free Press reporter who conducted a two year investigation into Detroit drug trade (E&P, May 19 and 26).

Kohn was arraigned May 29 and charged with falsely claiming that he had been kidnapped and shot at. Kohn had told his editors and Detroit police that on May 18 he had been kidnapped by a thug working for one of the dope dealers Kohn and the Free Press had exposed in their series. He also said the assailant attempted to fire several shots at Kohn following a struggle for the gunman's gun.

However, on May 22 the Free Press suspended Kohn and the next day issued a front page report that Kohn's account was, at least partially, untrue. Kohn then committed himself to the psychiatric ward of Ford Hospital.

The charge of filing a fictitious report is a misdemeanor. Conviction could result in a sentence of 90 days in jail, a \$100 fine or both. Kohn was released on \$500 personal bond upon arraignment. A trial date has been set for August 28.

Joe Page sues Sport for \$1.5 million

Joe Page, star relief pitcher for the New York Yankees in the mid-to-late 1940's, filed a \$1.5 million libel suit against *Sport* magazine in New York Federal Court May 23.

He charged the publication with damaging his reputation in an article by editor Dick Schaap in the March issue, which termed him a "drunkard, barfly, and braggart."

In the following month's issue, Schaap admitted he made a mistake. "We were duped," he wrote. "The man who said he was Joe Page was an imposter. We were stunned by the revelation, but are happy to hear that Joe is doing well." The real Page is a restaurant owner in Laughlintown, Pennsylvania.

The magazine reported that a man has been "floating around the New York area," passing himself off as Joe Page, with all the details of Page's life memorized.

Carl Molander dies

Carl B. Molander, 71, who retired as sales director of United Press International in 1967 after 45 years with the news service, died on May 28. In his early years with United Press he doubled as a news and sports reporter. He was commercial manager, assistant business manager and assistant general sales manager before becoming sales director in 1958.

Past Week's Range of Stock Prices

NEWSPAPERS		
American Financial Corp. (OTC)	5/23	5/30
Best Newspapers (OTC)	12 1/2	12 1/2
Capital Cities Com. (NYSE)	17 1/4	17 1/2
Om Corp. (OTC)	41 3/4	39 3/4
Times Comm. (NYSE)	4 1/4	4 1/4
Times Comm. (NYSE)	5 1/4	5 1/4
W. Jones (OTC)	30 3/4	30 3/4
Wm. Com. (OTC)	1 1/4	1 1/4
Wm. (NYSE)	36 3/4	37 1/2
Wm. Hanks (NYSE)	10 1/4	10 1/4
Wm. Pilot (NYSE)	57 3/4	61 1/2
Wm. (NYSE)	38 3/4	40 1/2
Wm. Enterprises (AMEX)	13 3/4	14 1/2
Wm. General (AMEX)	32 1/2	34 1/4
Wm. (OTC)	19 1/4	20 1/4
Wm. Times (AMEX)	12	12 1/4
Wm. (OTC)	5 3/4	5 3/4
Wm. Corp. (WISC.) (OTC)	11	10 1/2
Wm. (AMEX)	14 1/2	15 1/4
Wm. Publications (NYSE)	16 1/4	16 1/4
Wm. Press (CE)	28	28 3/4
Wm. (OTC)	10 3/4	10 3/4
Wm. (NYSE)	11 3/4	12 3/4
Wm. Newspapers (CE)	34 1/2	35 3/4
Wm. Inc. (NYSE)	18 1/2	19 3/4
Wm. Mirror (NYSE)	20 1/2	21
Wm. Star (CE)	23 3/4	23 3/4
Wm. Post (AMEX)	23 3/4	23 3/4

SUPPLIERS		
Aditi (CE)	9 1/2	10 3/4
Addressograph Multi. (NYSE)	13 3/4	13 3/4
Aden Electronics (OTC)	1	1
Adair (OTC)	3 3/4	3 3/4
Adair-Canadian (CE)	7 3/4	8
Ad Corp. (OTC)	12 1/2	14 1/4
Ad. Forest (CE)	15 1/2	17
Ad. Photo (NYSE)	9 3/4	10 3/4
Ad. Cascade (NYSE)	9 1/2	9 3/4
Ad. Graphic (AMEX)	20 1/4	22
Ad. (OTC)	5 1/4	5
Ad. Zellerbach (NYSE)	27	28 3/4
Ad. Hammer (NYSE)	27 3/4	29 3/4
Ad. (NYSE)	15 3/4	16 1/2
Ad. Equipment (NYSE)	79 3/4	86
Ad. (AMEX)	16 3/4	19 1/2
Ad. Chemical (NYSE)	51 3/4	51 1/2
Ad. (NYSE)	14 1/4	16 1/2
Ad. (OTC)	6 1/4	6 1/2
Ad. Kodak (NYSE)	128 3/4	135 3/4
Ad. Photo (AMEX)	8 3/4	8 3/4
Ad. (NYSE)	28 1/4	28 1/4
Ad. Electric (NYSE)	56 3/4	60 1/4
Ad. Pacific (NYSE)	31 3/4	34 3/4
Ad. W. R. (NYSE)	22 1/2	22 3/4
Ad. Lakes Paper (CE)	19 3/4	22
Ad. No. Nekoosa (NYSE)	43 3/4	45 1/4
Ad. Intertype (NYSE)	28 3/4	27 1/2
Ad. (NYSE)	7 3/4	7 1/4
Ad. Paper (NYSE)	37 1/2	36 3/4
Ad. Corp. (NYSE)	23 3/4	25 3/4
Ad. Clark (NYSE)	42 3/4	44 3/4
Ad. (OTC)	4 3/4	4 3/4
Ad. Millan, Bloedel (CE)	27 1/2	28 3/4
Ad. Electronics (AMEX)	16 3/4	17 1/2
Ad. Onyx (AMEX)	8 1/4	8 3/4
Ad. Min. & Mfg. (NYSE)	80 3/4	84 3/4
Ad. (OTC)	11 1/4	12 1/4
Ad. (NYSE)	11 1/4	12 1/4
Ad. Int. (NYSE)	27	26 3/4
Ad. (NYSE)	50 3/4	53 1/4
Ad. Paper (OTC)	8 3/4	9 1/4
Ad. Forest Ind. (NYSE)	15	16
Ad. Chemical (NYSE)	17 1/2	18 3/4
Ad. Frye (NYSE)	10 3/4	11 1/2
Ad. Consolidated (NYSE)	12 1/2	12 3/4
Ad. Industries (AMEX)	11 1/4	12 3/4

ADVERTISING AGENCIES		
Ad. (OTC)	5	5 1/4
Ad. Dane, Bernbach (OTC)	13 3/4	13 1/2
Ad. Cone, Belding (NYSE)	8 3/4	10 1/4
Ad. Clinton E. (OTC)	5 3/4	6 1/4
Ad. Advertising (OTC)	8 1/2	8 3/4
Ad. Public Group (NYSE)	14 3/4	15 1/4
Ad. Ham, Harper & Steers (OTC)	10 3/4	11 1/4
Ad. Mather (OTC)	15 1/2	18
Ad. Co. (OTC)	1 1/4	1 1/4
Ad. W. Thompson (NYSE)	14 3/4	15
Ad. Locke (OTC)	5 1/2	5 1/2
Ad. Rich Greene (NYSE)	11 1/4	12 1/2
Ad. suspended 3/26-6/3.		



Press photogs sharpen talent in 'clip' event

A representative cross section of news, feature, and sports photos used by newspapers across the country shows up in the monthly newsphoto contest conducted by the National Press Photographers Association as part of its on-going educational/professional activity.

Some 2000 clips as proof of publication are entered monthly by photographers in the 11 regions of the association coast to coast, illustrating content and technique of today's news pictures and competitive stimulus of the project. Clips and tear sheets have to be submitted to regional chairmen by the 5th of the month following publication, and regional winners in turn are considered for national honor monthly to keep the contest of broad geographical scope.

Strictly on a mathematical basis of 50, 40, and 30 points for first, second, and third places respectively, an eventual regional photographer of the year title is awarded. Until this Spring, the usual categories in the "clip contest" as the event is called by photographers, were feature and news. Sports has now been added.

A selection of feature category winners shown here from among March single shot and picture pages is sparked by the work of national winner, Jodi Cobb of the *Wilmington (Del.) Morning News*. Cobb won with a beautiful and sensitive photo series coupled with text by Terry Zintl

JOHN BEARD's photos for the *Denver Post* feature on first dates "out on the town" for former POW's won in Region 9.



WAYNE HERDLICKA, Waterloo (Iowa) Daily Courier, won in Region 5 for a picture story on ambulance service attendant Jim Williams.

and run as a two-page feature. It is the story of 77-year-old farmer Ralph Trimble and his wife Ethel on their Piedmont county farm in the Delaware hills. The results vividly illustrate the rapport and involvement of the two News staffers with their subject.





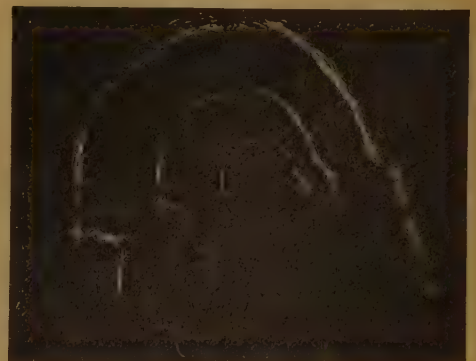
'I will farm this land until . . .'

The Jodi Cobb pictures of Ralph Trimble and his wife Ethel on their Delaware farm with its fieldstone house dating back to 1804 were featured in a two-page layout in the Wilmington Morning News and won the national citation in the monthly newsphoto contest of NPPA. No captions were used with photos shown at top of these pages and down the side (left).

Produced by
LENORA WILLIAMSON

GORDON CLARK, Tri-Valley Herald-News, Livermore, California, made a multiple print which took honors in Region 10.

JOHN LIGOS, New London (Conn.) Day, won in Region 1 for a single shot of a submarine rescue vessel's flags hoisted in the breeze for routine airing.



INPA HIGHLIGHTS

The theme for the 43rd annual convention of the International Newspaper Promotion Association is a grassroots one—"tough-minded promotion." And it didn't take long for the down-to-earth promotion ideas to start flowing, once the Monday morning sessions at the Town & Country Hotel really got started.

Of course, there were some "frivolous" preliminary events, like the fabulous Mexican-style reception thrown Sunday night by the trade papers and affable host, Ray Jackson, promotion director of the *San Diego Union and Evening Tribune*. It was the usual fun reunion of the promotion clan and their spouses, with the added flavor of a Mexican fiesta, complete with strolling mariachis.

Despite the previous night's frolic, there was a full house for the Monday a.m. newcomers' breakfast. Vince Spezzano, director of promotion and public service for Gannett Newspapers, romped through a salute to the Association's many new members.

First day Chairman Ted Grofer, promotion and research director of the *Detroit News*, opened the business session on a serious-enough note but by the time Bill Fairley, *Fort Worth Star-Telegram* got through his hi-jinks, there was no evidence of a "tough-minded" theme to the conference. His presentation of surprise prizes to a select list of member victims culminated in a hilarious encounter with Vince Spezzano, who was literally carried off stage by two members of the local constabulary (all part of his surprise award).

INPA President Al Schrader, promotion manager of the *Washington (D.C.) Star-News*, finally brought the meeting back to some semblance of "tough-mindedness" and helped set the stage for president-elect Roy Follett, *Des Moines Register and Tribune*, who ran through a list of by-law changes. The latter included a change in title for Ed Linsmier, from general manager to executive director of INPA, and a recommendation that there should be different divisions for different continents, e.g. INPA Europe and INPA North America.

New officers

The following were elected officers for 1973-74 during the business session:

President-Roy Follett; President Elect-William Shover, *Phoenix Republic and Gazette*; First Vice-President-Robert Twilling, *Chicago Tribune & Today*; Second Vice-President-John Mauro, *Tampa Tribune*.

Elected to the Board Of Directors were: Robert Paulos, *Hagadone Newspapers*; Ferguson Rood, *Atlanta Journal & Constitution*; Jack Coan, *Boston Globe*; Peter White, *London (Ont.) Free Press*. James Pauloski of the *Indianapolis Star & News*, completing a 3-year term on the Board, was re-elected for one year to fulfill the unexpired term of John Mauro.

Executive director Linsmier reminded the group that their new Reston headquarters was there only to serve them. The value of INPA conventions was really laid on the line when he observed "... if you have one idea and I have one idea, we each have one; but if we exchange them, then we each have two."

Promotion—good or bad

Does the word "promotion" or "promoter" suggest an "unsavory image" to you? Keynote speaker Alex DeBakcsy, general manager of the *San Diego Union and Evening Tribune*, thought it conjured up the image of the old-fashioned pitchman. But he does like what newspaper promotion stands for and left the problem of a suitable substitute name hanging with the delegates. He suggested that change is the real name of the promotion business. Using the best-selling book *Future Shock* as a source for his arguments, he suggested that promotion activities should be constantly re-evaluated and not be repeated solely for their sacred cow values.

Joe Batten, president of Batten, Batten, Hudson and Schwab, Des Moines, took exception to this criticism of the word "promotion." As a management and sales consultant, he looks at the world differently:

"I do not apologize for the word. Look it up in your dictionary. The Latin roots tell it all . . . pro meaning 'for' ' . . . for motion. You just have to research what that motion should be!"

His counsel to newspapers was to try and balance the news of the sensational with stories of "real life." He claimed that the nation is sick of sick news and yearns for the good, old Horatio Alger-style words like "love," "vigor," "honesty" and "faith."

"I am sick of dissent but I yearn for protest. We know what newspapers are against . . . but what are they for? Where is your forward motion . . . your promotion . . . going to?"

The going really got "tough" in the afternoon sessions. "Tough-minded" promotion and research ideas flowed thick and fast as a battery of dynamic speakers really poured it on the packed convention hall.

Bill Miller, marketing research director, *Minneapolis Star and Tribune*, presented a program on new techniques in research that every marketing man should know to keep up with today's fast-changing newspaper industry.

Dr. Saul Ben-Zeev, president, Creative Research Association, reviewed his studies on how newspapers relate to people's lives and their attitudes. He showed how variations on involvement by readers with their newspapers are based on several kinds of attitudes, some of them deep-seated.

Ben-Zeev estimated that some 50% of all newspaper readers would fall into a Positive-And-Involved Group . . . a self-confident lot of community-minded citizens. Another 20% would constitute a mid-

dle group he describes as a Mixed Feelings Group. The latter have mixed feelings about life in general and newspaper in particular. Approximately 30% of all readers can be categorized as a Negative And-Uninvolved Group. The older ones in this group are notoriously poor newspaper readers . . . the younger ones tend to look at our medium as merely a tool of the establishment.

Data collecting

The next speaker unveiled a thought-provoking review of the changes in accepted audience measurement standards over the past two decades. Stan Federman, president of Telmar Communications, pointed out that in the Seventies, a new phrase has appeared . . . frequency distribution . . . how many prospects will the advertiser reach with what number of impressions.

Federman pointed out that data collection technology has expanded at a remarkable pace, placing an even greater importance on the role of the agency buyer and media research managers. The computer has not replaced the buyer, as was first feared. Computers didn't make it in the sixties, he reasoned, because too much was expected of them too soon and the waiting time for computer services was endless. Now with the advent of on-line computers and time sharing, buyers can communicate directly with computers via typewriter terminals at their desks.

Tellar sees a great future for newspaper advertising lineage . . . but with a twist. Today with media-mix buys enjoying increased popularity, newspapers stand to gain some national advertising dollars that were once exclusively broadcast's. However, with retailers successfully testing broadcast in some markets, he sees the opposite trend at the retail level.

House ads examined

The audio-visual chapter of the Monday program saw a brilliant potpourri of in-paper promotion ads, radio and TV spots presented by John Taylor, promotion manager of the *Toronto Star*. Exhibits included examples of how the Star Promotion Department supports their newspaperboy drive for lost summer subscriptions, effective with the Labor Day weekend. Also dissected thoroughly was the Star's push for the deceased Telegram's subscribers, a drive that netted 37% of the Telegram's readers within one month after the doors closed. Consistent promotion of the theme "A few words in the right place . . . Star Want Ads" helped immeasurably in achieving a record 18 million lines of Classified advertising in 1972 for the Star. A sales presentation film screened by Taylor shows just how palatable statistics can be, when great photography and humor are used to lighten the viewer's load. Great graphics and copy lines are apparently in limitless supply at the Star.

Still another example of brilliant film making was in evidence at the INPA's own Film Festival that closed off the Monday sessions. Former Bureau Promotion man Steve Sohmer screened his production "The Mysterious West," just completed for the *Long Beach (Calif.) Inde-*

(Continued on page 32)

Three Chicago dailies cope with problems

You think you've got problems?

Kenan Heise, an editor with *Chicago Today*, has to try to cope with more than 100 problems, complaints and queries every day. Ditto William Sluis of the *Chicago Tribune* and Joe Mann of the *Chicago Daily News*.

The problems run the gamut from handling consumer complaints to reuniting families and explaining how to make a train out of gum wrappers. For many newspaper readers, Heise, Sluis and Mann are the last source of help.

The three are editors of "action line"-type columns in three of the city's four daily newspapers. The fourth newspaper, the *Chicago Sun-Times*, recently began an action line column several times a week.

Chicago Today has received more than one million letters since its "Action Line" column began in 1965. This includes about 100,000 letters sent to two previous columns which appeared in the paper several years ago and in its predecessor, the *Chicago American*.

Working with Heise is a staff of four, who, he says, attempt to answer every letter.

When the column first began, it received only a handful of consumer complaints. In the last few years, Heise said, "it has handled more of them than the Chicago Letter Business Bureau."

"As satisfying as any of the Action Line efforts has been its unique ability to find missing people," Heise wrote recently. "Literally thousands of people have been located; children, parents, brothers and sisters, relatives, or just old friends."

The *Daily News* began its "Beeline" column in October 1967 and receives about 1,000 letters and telephone calls a week. The calls are taken by mechanical recording devices.

Mann said he and his staff of four "try to answer as many questions as we can." The letters and requests are "a representation of problems, whose answers will be of help to other people," Mann explained.

"We just try to help people," he said. Their problems range from the very serious—even desperate—to the very trivial, like how to make a chain out of gum wrappers."

Happy anniversary

Five years and what the "Action Express" team estimates was 500,000 problems ago the Chicago Tribune started its public service column.

On the fifth anniversary of the column the seven-member staff of Action Express explains that rather than being a cloak-and-dagger outfit, it really has a sense of humor while getting results with friendly phone calls and letters. In fact, staff members even make friends while solving problems, estimated to total nearly 100,000 a year.

Some problems have been followed through for as long as four months. Among the bizarre requests:

A secretary sought an elephant for his boss, a man looked for a railroad caboose to be a home for him and his bride after their honeymoon, a query asked if a giant celestial mass was headed toward earth, a letter asked proof that a herd of seals once lived in Lake Michigan, a plea came for a queen-sized bedsheet bearing a life-size picture of Chicago Bears linebacker Dick Butkus.

The current "Action Express" team members are William Sluis, editor; Patricia Leeds, former police reporter; Anna Marie Barrera, reporter for Accion Rapida, the column's Spanish language version; Lynne Manning and Lynn Bruder, editorial assistants; David Schneidman, and Joseph Sjostrom, reporters.

The Tribune's column was initiated by then city editor William Anderson who believed that by making reporters available to the public the public would, in turn, give the newspaper tips and ideas. Anderson is now national news correspondent in Washington for the Tribune.

"People appreciate the effort we make but they know we can't solve all problems," Sluis said.

In addition to helping readers, the column helps the business community, he said. Some companies contacted by the paper appreciate knowing of customer dissatisfaction. Many of the letters received by the newspaper are from customers who "wouldn't say anything to the store. They just would never go back there," Sluis said.

Heise explained that "just the fact that somebody else is interested in a person's problems and the fact it's a metropolitan newspaper can sometimes get the problem solved."

"We don't try to use the power of the press all over the place," he added. "We try and deal with good will . . . asking those named in letters to accept us as a mediator in the dispute. People who come to us are coming to their last source of help."

Heise said two cases handled by his newspaper stand out most in his mind. Both, he said, involved infant children allegedly kidnapped by their fathers. He said the column managed to locate the missing children for their mothers, who hadn't seen them for 20 years.

Sluis said his column was able to bring several families together and managed to cut through government red tape so an American family could adopt a Korean orphan.

Sluis describes some of the column's work as "real dramatic stuff . . . But most of it is just everyday helping."

Columnist dies

Mrs. Ramonita Rodriquez, a Spanish-English columnist for the *Philadelphia Daily News*, died May 27. She had been writing the weekly column, "El Camino" since last May.

Plan for upgrading standards proposed

Managing editors of Canada's daily newspapers want their publishers to foot the bill for employment of a full time editorial coordinator to supervise programs aimed at improving editorial standards and the content of newspapers.

Delegates to the opening session Wednesday (May 23) of the three day annual Canadian Managing Editors' Conference (CMEC) approved a resolution urging the Canadian Daily Newspaper Publishers Association (CDNPA) to hire a coordinator.

The coordinator would have the responsibility of organizing programs and seminars designed for reporters editors and news executives aimed at upgrading standards and the final product for newspaper readers.

CMEC president Albert Boothe of the *Winnipeg Free Press* said the program could cost as much as \$40,000 a year. The CDNPA he said, has an annual budget of more than \$300,000.

The coordinator would be paid by and responsible to the CDNPA but would work under the guidance of the CDNPA's editorial division, composed of managing editors, editors in-chief and publishers.

William Galt of the *Vancouver Sun*, a managing editor who is also chairman of the CDNPA's editorial division, said the matter will be pursued further in a meeting with the publishers in Banff, Alta. in September.

New business weekly charges for ed space

Disclosure Record, a weekly offset newspaper for corporate news disclosures, was announced May 23.

Jack Lotto, a veteran newspaperman, is editor and publisher of the paper, which is designed to enable public companies to make full disclosure of pertinent business information to the financial community.

The paper will begin publication July 13 and will be mailed free to an initial circulation of 12,000 security analysts. It will be published every Friday.

Corporations will be charged a fee of \$30 per 100 words to cover publications costs. Advertising will be accepted (\$700 per page) and will be subject to editing.

According to Lotto, the paper will provide a vital service to the public, publishing in detail information which the general press cannot because of space problems. "The blunt truth is," he said, "that it is next to impossible for a small company and even some big companies to make full disclosures required by the Security and Exchange Commission through ordinary channels . . . Disclosure Record will fill the gap and permit many companies to have a documented newspaper record of full and broad disclosure."

Lotto is a former reporter investigative for International News Service (which merged with United Press International in 1958). From 1960 to 1971, he owned and managed the PR Wire Service, a business news wire. He sold the service to Western Union in October, 1971.

Georgia Hesse: Covering pleasure is her business

By Andrew Radolf

Georgia Hesse may well have the best job in newspapers. While other reporters are busy covering the world's trouble spots, she's jetting around the globe to cover its pleasure spots as travel editor for the Sunday *San Francisco Examiner*. By her own account, she traveled 100,000 miles last year alone, from the bustling streets of Bangkok to island paradises off the coast of Yucatan to the sun-bleached deserts of Tunisia.

Wearing a stylish, navy-blue and white mottled dress and spiked heels, Hesse settled back comfortably in her chair. Her desk was covered with pictures of a recent journey to Sri Lanka, and she presented a most unhurried demeanor for a woman soon to be soaring off for still another exotic destination. Yet, there is an aura of compact energy about her, and she impresses one as a person who can apply herself assiduously to any task. Though the job requires her to travel 60 per cent of the year, it is not all fun and frolic amid swaying palms and sandy beaches.

"I still have to get out an 18 to 20-page section each week," Hesse commented, "and I generally write two columns for each edition. One is a destination piece concerning a place I visited, and the other is usually on helpful how-to's and hints for the traveler." The latter column can be about anything from how to avoid Montezuma's Revenge on your next trip to Mexico to a guide to the lesser-known museums of Europe.

Gives both sides

"I try to present a balanced view of the world by spreading myself out among the Orient, Europe, Africa, and South America," Hesse stated. "I also try not to take too feminine approach. It is important to keep the male in mind, too." A trip for Hesse lasts anywhere from a few days to several weeks, and her length of stay in any one country also varies. A country new to her, as Tunisia was last year, requires two weeks or more of extensive prowling and usually merits a series of articles. For more familiar terrain, her stay will be just long enough to get a specific story. Her piece on the Paris metro required only two days of subway riding.

Though she spends so much time away from San Francisco, Hesse tries to do all of her writing and editorial chores in the office. "I can't afford to sit inside and write when I am in a foreign country. There is so much to see and get down that I can spend the time better exploring." As a result, on returning to the *Examiner*, she must often type out five or six columns before her next departure, and it is not unusual for her to begin work at six in the morning. It is no wonder she cites excellent health and the ability to sleep anywhere as prerequisites for her job.

(Mr. Radolf is a freelance writer based in San Francisco.)



Georgia Hesse

Besides Hesse, only two others make up the travel section's staff; section editor Carolyn Stull who does the layout, and a secretary. The editors try to adhere to a policy of one news story per printed page, and each week Stull must layout fifteen or more stories among the ample ads scheduled by airlines, cruise lines, and resorts. In 1972 the section ran 934,825 lines of advertising and had revenues in excess of \$2.3 million.

The daughter of a Wyoming cattle rancher, and thus an expert rider, Hesse received a degree in English Literature from Carleton College in Minnesota. Upon graduation, she won a Fulbright Scholarship and was off to France and the University of Strasbourg to study the European Common Market from 1955-56. After her return to the States, she became a resident of New York City, but a visit to San Francisco in 1958 changed all that.

The *Examiner* had no travel section in those days, and when she joined the paper the following year, it was first as a temporary worker and then as part of the Sunday features staff. "I wanted to get out of the office routine," she said of her early days. "I thought newspapers were romantic. But though I had always wanted to be a writer of some kind, reporting never had any attraction for me."

The *Examiner* has never had any other travel editor besides Georgia Hesse. When in 1963 the paper decided to begin its travel section, she was the one asked to be its editor. Hesse does not know the actual reason for the paper's choice. "Maybe it was because I had lived in Europe," she mused with a shrug. "You

know how few people sometimes fall into jobs. One day it was just offered to me." At its inception, the travel section was fit into two or three pages in back of the hobby section. Today that situation has reversed.

Since Hesse and Stull are the only writers on the travel section's staff of three, the section must look to outside sources for the majority of its stories. Wire services are a steady supply of material, but Hesse's heaviest reliance is on free-lancers. In 1972 she published over two hundred free-lance writers, a good portion of which were Americans living abroad. Though the pay for articles is scanty, thirty-five dollars for a thousand word story and ten dollars per photograph, Hesse is backlogged with submitted articles.

'Freebies' a sore spot

The topic of travel writers being subsidized by airlines is an old sore-spot with Hesse. "I have seen articles in a few national publications accusing travel writers of taking junkets and not being critical enough," Hesse quickly emphasized that only for maiden voyages, inaugural flights, or grand openings is she ever the guest of a carrier or hotel. "Writers are always invited to those, and we are doing the public a service by covering them. Besides, junkets tend to go only to the main tourists stops, never the out of the way places that are interesting and unique."

By paying her expenses, the *Examiner* frees Hesse to go wherever she wants when she wants to go there, a policy greatly extending the scope of her coverage. Her traveling is done strictly incognito as well. "I suffer the same indignities and inconveniences, and the same pleasures too, as any other tourist. And I let the reader know exactly how I was treated too. I look upon the reader as the person I am serving. What I write can affect him and his future plans as much as any story on page one." As a final measure to insure freedom from bias, the advertising for her section is handled by a different department. "I know little about it, and I want to keep it that way. It's important to be free of pressure from large accounts."

Though being travel editor is not a post fraught with danger as, say, a war correspondent's is, she has had her close calls. She was in Indonesia when a volcano erupted, left Mexico the day before an earthquake, and departed from Czechoslovakia only a few hours before the Russian invasion. On the whole though, she admits to having an easy time of it in comparison to her more daring colleagues. Though she never interchange stories, Hesse finds having others along increases the fun of her work. Bruce Hamb of the *Denver Post*, Jerry Hulse of the *Los Angeles Times*, and Kermi Halte and Al Borcover of the *Chicago Tribune* are her more frequent travel partners.

She does admit that she has been plagued by a sense of superficiality about her job. "Sometimes I think it is pretentious to spend two weeks in Sri Lanka with its thousands of years of history and then try to write about it in a few paragraphs. It takes a great deal of thought to come up with something penetrating."

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CBS compares tv to papers in sales show

A major new retail presentation will be unveiled at WCBS-TV's "Retail Week IV," during the week of June 4-8.

The presentation, titled "The New Newspaper In Town," is described by Jim Joyella, the station's retail sales manager as a positive comparison of the two media which best meet the retailer's advertising requirements: newspapers and television.

The June event will be directed towards manufacturers' representatives who sell to retailers in the New York area. It is being directed by Bob Gordon, Channel 2's recently appointed Cooperative Advertising Coordinator. "The purpose of Retail Week IV," Gordon said, "is to build bridges between vendor salesmen and the television marketplace. We hope to make it easier for these reps to suggest using television when working with their buyers in allocating cooperative advertising monies."

Vendor ad managers and sales executives in the apparel, home furnishing, appliance and cosmetic fields are expected to attend the three-day series of meetings.

Discussing the station's new sales presentation, Joyella noted that its intent is "to position television in terms that the retail industry can best evaluate, and that means drawing careful comparisons with newspaper advertising. We feel that we've come up with a meaningful story, one that gives newspapers their well-deserved place as the basic retail ad medium and then uses this as a benchmark against which to judge television. We think we've avoided the usual apples-and-oranges problems of relating two different media."

Another sales tool to debut at the Retail Week sessions will be a Television Primer, written for retailers and vendors and dealing specifically with the New York City market.

A Greek publisher begins jail term for Agnew typo

Yiannis Horn, publisher of the English-language daily *Athens News*, was picked up by the security police to serve six and one-half months in jail for printing a "misleading" headline about Vice President Agnew of the United States.

Horn, aged 61, lost his appeals after a court found him guilty under the press law when his newspaper announced Agnew's arrival in Athens in October, 1971, with the headline: "Bombs, Recruited Schoolchildren, Greet Agnew."

Although this was accurate, all reference to it was omitted in the text of the report. Horn said this was due to a printing mishap, but the Greek press law does not accept negligence as an excuse.

Entertainment guide

A new weekly section of the *Milwaukee (Wis.) Sentinel*, called, Let's Go, offers a complete entertainment guide from restaurants and night clubs to family events and weekend television listings. Some of the features included are a calendar of events and activities for the upcoming weekend; a restaurant column devoted to news of restaurants and personalities; travel news; a four-page pullout in the center of the section with the weekend TV listings; a night club column; movie reviews and listings of upcoming movies; amusement news and news of the performing arts. The section is tabloid size, printed on newsprint and has an original artwork cover each week.

Ad pooling trend gains momentum

Pooled merchandising in support of retail carpet marketing efforts are seen as attractive alternatives to costly go-it-alone media promotions. Recent adaptations of pooled merchandising techniques also provide carpet retailers with an alternative to often-destructive price promotions.

In an effort recently concluded in Cleveland, eight carpet retailers who are non-competitive because of their geography made a joint media buy, utilizing the economics and the reach of the *Cleveland Plain Dealer*. The two-month campaign kicked off with a multi-page color insert which the advertising department of Lees Carpets helped prepare. Follow-up ads were scheduled as smaller space units and appeared in black and white.

The campaign ran during April and May, reaching 1.2 million adults, nearly a million of them in owner-occupied homes.

Lees salesman Russ Hill was instrumental in initiating the pooled effort. Lees has also worked with carpet retailers to create similar joint merchandising campaigns in Worcester, Mass.; metropolitan New York; New Orleans; Buffalo; Rochester; and Green Bay, Wisc. The Green Bay campaign was built around television as the principal advertising medium. The other campaigns were carried by newspaper.

Cleveland area retailers who used the technique were Bubnick's, the Carpet Mart, Kilgore Carpet, Leopold Bros. Furniture, T. N. Molas & Sons Furniture, Permanent Floors, Regal Carpet, and Roberts Floors.

Bud Baldwin, Lees vicepresident of marketing, listed three reasons why—in his opinion—more carpet retailers were moving towards some form of pooled merchandising.

1. Pooled merchandising enables the independent retailer to beat the current inflation of advertising rates in prime media.
2. Such efforts allow the independent retailer to take advantage of the cost effectiveness of large circulation newspapers and of broadcast media.
3. Pooled merchandising allows the independent retailer to fully utilize the power of national brand promotion while retaining the direct thrust and the pulling power of a retail advertising approach.

The Lees body shag boutique, the retail fixture-and-display concept that groups a collection of carpets in the upper-middle price range in one location on a retail selling floor, was the heart of the promotion in Cleveland and in the other cities where Lees retailers have been involved in pooled merchandising efforts this spring.

The merchandising campaigns of compatible retailers who share resources in joint efforts hasten the trend toward making a higher percentage of sales in better-styled, trade-up carpet, according to Baldwin.

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THROWAWAY TURNS INTO ALTERNATIVE PAPER

With the recent demise of the ill-fated *LA*, only a few successful alternative weeklies remain in the nation. *The Village Voice*, of course, is the largest and most powerful. Boston has managed to sustain two, first *Boston After Dark* and *The Phoenix*, now the merged *Boston Phoenix* and the *Real Paper*.

Another money-making venture is in Central New York—Syracuse, to be exact. In this metropolitan market, ranking a meager 51 nationally, an alternative weekly called the *New Times* has grown from an eight-page pennysaver to a 76-page newspaper in four years.

Last August a second paper, the *Ithaca New Times*, was added, and plans call for papers in Buffalo, Rochester and Albany to be started within 12 months. Total circulation of the two existing papers tops 50,000 weekly, with the potential to reach as high as 120,000 within a year.

The secret to the success of the *New Times* is free distribution to college markets and central production. Publisher Ken Simon, a 25-year-old Syracuse University graduate, started the paper as an advertising throwaway designed to let advertisers reach the lucrative college market.

Although editorial matter now comprises approximately 50 per cent of the paper, he continues to have it distributed free to all college campuses in each city it serves. The *New Times* reaches dormitories and academic buildings of the campuses Thursday nights, and hits the newsstands downtown and throughout the suburbs on Friday mornings.

Recent additions of coinboxes and a door-to-door delivery system has pushed the paid circulation close to 5,000—not bad, considering that newsstand sales began only recently.

Promotion is centered around advertising on radio (four stations, including top-rated *WHEN*, in Syracuse and two in Ithaca) and television (the ABC affiliate, which beams to both cities, located 50 miles apart).

Expect to double revenue

Copies sold on newsstands and through other methods are pure gravy. More than 90 per cent of the paper's revenue comes from paid advertising. Revenue surpassed \$200,000 last year, and—with the addition of the Ithaca paper—should more than double during 1973. With the major-market saturation of upstate New York planned for the next 12 months, Simon expects to attract many regional and national advertisers to his centrally billed publications. He is looking for a youth-oriented advertising representative to help in this area.

Local advertisers—who swear by the results the paper gets them—are loyal and satisfied. And there are more of them every week.

Costs are held down by having all the papers produced at one plant in Syracuse. Advertising and editorial copy is shipped



Photo by R. A. Lorenz

Syracuse *New Times* Publisher Kenneth A. Simon (right) is pictured with Editor Michael Greenstein (left) and Managing Editor Alan Stamm.

by Greyhound to the Syracuse composing room, with Xerox telecopiers on hand as backup. Air freight will be used for the more distant papers.

All typesetting, layout and graphics work is done in the Syracuse office. Complete page flats with veloxes of photographs are brought to the largest offset printer in Syracuse on Thursday mornings, and the Syracuse and Ithaca papers are off the presses, collated and trucked off for distribution by 5 p.m. Thursday afternoon. When other papers are added, completed flats will be freighted by bus or air to the respective cities for local printing.

Shrewd publisher

Publisher Simon is known around town as a shrewd businessman. He is hard, stubborn—obnoxiously so at times—but very effective. Editor Mike Greenstein is a newspaper veteran at 24, having daily and weekly experience.

In recent months the paper has been moving ahead editorially, especially in Syracuse. The paper's intention is to be a major print news alternative to the city's two dailies.

"There is a definite need for an alternative news source in this city," Simon says. "Now that we've become established here, hopefully we'll be able to get inside some of the news that's almost totally neglected by the other media in town. We're out to make news as well as report it."

The New Times retains a heavy cultural orientation, but news coverage has broadened considerably. The addition of Alan Stamm, 23, a former copy editor for the *Bergen Record*, as managing editor has freed Greenstein from some production woes.

Coverage expands

Recent coverage has included in-depth stories on the Attica trials in Warsaw,

N.Y., the Nixon inauguration in Washington, the June flood in Elmira, scandals at Onondaga Community College in Syracuse and a two-part series on the hazards of radiation emission by novelist Rhoda Lerman.

Entertainment editors

Entertainment and film sections are handled by Douglas Brode, who has written for *Rolling Stone*, *Show* and several other film publications. Judson Rosebush, a contributor to *Rolling Stone*, *The Village Voice* and others, is music editor.

Production director Ilene Greenfield, 22, is responsible for supervising the layout of the paper, and oversees the circulation department. Art director Ken Foley, formerly art director at *WNYS-TV* in Syracuse, supervises advertising production both for the paper and for the various jobs—Discount Records flyers, theatre ads and others—that the paper accepts.

"The potential is certainly there," said Simon, who has maintained sole financial control of the paper, although outside investment now appears possible. "We would certainly like to get some big money, but at the same time we want to maintain total control of the product. But with the necessary funds behind us, there's no telling how far we can go. The only limit is our own imagination."

Discount ads hit

A survey, sponsored by Du Pont and presented last week at the Mass Retail Institute convention in Miami Beach, indicates that shoppers are bothered by "too cluttered" ads run by discount outlets, preferring instead the ads placed by traditional department stores.

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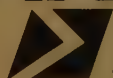
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The Golden Em (Master Editor) Awards were presented in honor of four editors, one deceased, by the School of Journalism at Southern Illinois University at Carbondale on Friday, May 4, during Journalism Week at SIU and the spring meeting of the Southern Illinois Editorial Association. From left are Sam Smith, former editor of the Metropolis Planet, now with University News Service at SIU-Edwardsville; James Choiser, editor of the Benton Evening News; Mrs. Orian Metcalf, who accepted for her late husband, who was managing editor of the Mt. Vernon Register-News at the time of his death last summer; and Everett Smith, who for years edited the St. Elmo Banner. The Golden Em award is for meritorious service and leadership in the newspaper field.

GERALD GOLD, assistant foreign editor of the *New York Times*, was appointed to the newly-created position of assistant metropolitan editor in charge of consumer affairs.

DICK HOWE, reporter-photographer for the *Columbus (Neb.) Telegram*, named managing editor; PAUL ERNST, wire editor, named news editor; RAY GATTERMEYER, staff member of the *Telegram*, was named city editor.

ROBERT KING, editor of the *Minneapolis Star*, elected president of the Minnesota Associated Press Association succeeding KEN BERG of the *Mankato Free Press*.

ALLEN ERWIN, assistant to the editor of the *Beaumont (Texas) Enterprise*, named director of a State of Texas office in Washington.

RAY WHITE, a reporter for the *Syracuse (N.Y.) Herald-Journal*, named editorial director of WTOP-TV, Washington.

W. L. SCHMITT, retired publisher of the *Macoupin County (Ill.) Enquirer* at Carlinville received the Arthur Darwin Jenkins Award for exceptional accomplishments in newspaper work during the annual spring meeting of the Southern Illinois Editorial Association.



Williams



Schultz

GORDON L. WILLIAMS, formerly a business writer for the *Gary (Ind.) Post-Tribune*, and now associate editor of *Business Week* magazine, was promoted to senior editor.

DAVID SCHULTZ, promotion director of the *Woodbury (N.J.) Daily Times*, named assistant promotion manager of the *Omaha (Neb.) World-Herald*.

MAX WINTER, staff member of the *Dubuque (Iowa) Telegraph-Herald*—named Iowa Photographer of the Year at the annual Iowa Press Photographers Association convention.

WILLIAM C. BUHLER, advertising executive with the *Houston Post and Texas Star*—named general manager and assistant publisher of the *News Citizen Newspapers, Inc.*, Pasadena, Texas.

ROBERT W. CHANDLER, publisher of the *Bend (Ore.) Bulletin*, has been confirmed by a 23-5 Senate vote as Gov. Tom McCall's appointment to the Judicial Fitness Commission.

ROBERT LETTS JONES, president of *Coley Newspapers*—named associate chairman for the 33rd annual interfaith National Bible Week, November 18-25.

GEORGE ROGERS, city editor, *Stevens Point (Wisc.) Journal*—elected president of the Wisconsin Associated Press Association.

WARD B. STEVENSON, senior vice president, Hill & Knowlton and MARSCHALL A. CASKEY, director of information for the Los Angeles County Bar Association are joining the University of Southern California's school of journalism faculty as lecturers in the field of public relations.

ROY H. COPPERUD, professor of journalism at University of Southern California and EDITOR & PUBLISHER columnist named chairman of the Faculty Newsletter editorial board.

ALICIA ARMSTRONG's series for the *Milwaukee Journal* on the heart history WILLIAM H. CLARK, personnel service manager for the Journal Company has been cited by the Wisconsin Heart Association for a top award.

ROBERT W. WILLS, city editor of the *Milwaukee Sentinel*—named "newsman of the year" by the local SDX chapter for directing investigative reporting in two recent series about the affairs of the city. County Board Chairman and the County Welfare Department (E&P, March 1973).

MARY HIRSCHFELD, *Cleveland Plain Dealer* columnist, is one of the three candidates running for the presidency of the World Association of Women Journalists which holds its convention in Israel next month. The other candidates are MARIE EUGENIA MORENO, director of *Kena* magazine in Mexico City and PERIHAN PARLAK who is with *Adalet* of Ankara, Turkey.

Manager is chosen at Columbia Missourian

The Missouri Publishing Association has elected J. Robert Humphreys as general manager of the *Columbia Missourian*, a daily newspaper published by the Journalism School of the University of Missouri-Columbia.

Humphreys, who has acted as general sales manager for the *Missourian* since September, 1972, will assume responsibility for the advertising, circulation and production functions of the newspaper.

EDITOR & PUBLISHER for June 2, 1973

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news features with your LOCAL angle

GREGORY REYNOLDS, staff member of the *Omaha (Ont.) Press*, was appointed managing editor, succeeding RICHARD MERON, who was appointed publisher and general manager of the *Georgetown (Ont.) Herald*.

AL HUTCHISON, editor of the *Clearwater (Fla.) Sun*, was named executive vice-president, retaining the title of editor; TERRY PLUMB, columnist and staff writer—named managing editor; PAUL HARRIS, business manager—named to the board of directors; JAMES HATCHER, former staff member of the *St. Petersburg Times*, named circulation manager of the *Sun*.

ANGELO SICURO, managing editor of the *Ant-Ravenna (Ohio) Record-Courier*, became president of the Ohio United Press International Editors Association succeeding PAUL W. JONES, editor of the *Bowling Green (Ohio) Sentinel-Tribune*.

EARL GAULT, sports editor of the *Anderson (S.C.) Independent-Daily Mail*, was appointed executive sports editor.

DIANE VALLEE, formerly women's editor of the *Tampa (Fla.) Times*, was named assistant director of the Office of Public Information at the University of Tampa.

JOHN TWIGG, former legislative reporter of the *Vancouver (B.C.) Sun*—named press secretary to the Hon. Dave Barrett, premier of British Columbia.

LAWRENCE BAGNOLI, staff member of the *Asaia (N.J.) Herald-News*, was appointed city editor of the newspaper.

THOMAS O. MORTON, JR., news editor of the *Pittsfield (Mass.) Berkshire Eagle*, promoted to managing editor, succeeding NINGSLEY F. "REX" FALL, retired.

MAUDE COONS, food editor of the *Omaha (Nebr.) World-Herald*, has retired after 37 years with the newspaper.

MICHAEL MUNZER, courthouse reporter of the *Dover (N.J.) Daily Advance*, was appointed editor of the *Ledgewood (N.J.) West Morris Star Journal*, succeeding BERT JARNAGIN.

LOU ALBERT, administrative assistant to the retail advertising manager of the *Miami (Fla.) Herald*, named retail advertising manager of the *Akron (Ohio) Beacon-Journal*, succeeding RONALD L. MILLER, who joined the *Corpus Christi (Tex.) Star-Times* as advertising director.

JOEL CHASEMAN, president of the West-house Television Station Group, was appointed president of Post-Newsweek Publications, Inc., and vicepresident and a member of the board of directors of the Washington Post Company, effective June 1. He succeeds LARRY H. ISRAEL, who became president of the Washington Post Company following the death of FREDERICK BEEBE.

MAXWELL E. MCCOMBS, associate professor of journalism at the University of North Carolina, Chapel Hill, was appointed John Ben Snow Professor of Newspaper Research at the S. I. Newhouse School of Public Communications, Syracuse University. He succeeds WESLEY C. CLARK, retired.



Vella

ANTHONY VELLA, assistant managing editor of the *Utica (N.Y.) Observer-Dispatch*, appointed managing editor.

DEAN W. FARMER, advertising manager of the *Salisbury (Md.) Daily and Sunday Times*—named general manager, succeeding THOMAS D. IRVIN, retired.

LYLE A. YOUNG, manager of the Nebraska Press Association and Nebraska Press Advertising Service—resigned.

LINDA S. VANCE, 24, a correspondent for Commodity News Service, a division of Ridder Publications, became the youngest person and the second woman to hold office in the 65-year-old National Press Club when she was elected to fill a 20-month unexpired term on the Board of Governors; PETER KUMPA, Washington bureau chief for the *Baltimore Sun*, was also elected to the board.

Benton & Bowles head elected 4A chairman

Victor Bloede, chairman of the board of Benton & Bowles, Inc. has been elected chairman of the American Association of Advertising Agencies. He succeeds James J. McCaffrey; the retiring chairman of McCaffrey and McCall.

The announcement of the change was made at the 4 A's annual meeting at the Greenbriar, W. Va.

John Elliott, Jr. the chairman of Ogilvy & Mather, was elected vice-chairman. At the same time, Frank Hutchins, the chairman of the executive committee of Hutchins/Darcy, was elected secretary-treasurer.

Robert Marker, the chairman of McCann-Erickson; Edward Meyer, president of Grey Advertising; and Stuart Upson, Dancer-Fitzgerald-Sampler president were elected as directors-at-large.

John Crichton continues as AAAA president and director.

STEPHEN KELLEY, sportswriter for the *Tucson (Ariz.) Daily Citizen*—received the William Hattich Award for Journalism Professionalism from the University of Arizona School of Journalism.

DAVID BEATTY was appointed chief photographer for the *Fort Myers (Fla.) News-Press* and L. M. (LANKY) LONG—named to the new position of chief copy editor at the newspaper.

GEORGE PREIS, at onetime on the advertising sales staff of the now-defunct *New York World-Telegram & Sun*—has joined the New York advertising staff of Scripps-Howard Newspapers.

MARJORIE PARHAM, publisher of the *Cincinnati Herald*, was selected as the 1973 outstanding woman in communications by the Cincinnati chapter of Women in Communications for making the *Herald* the "voice of blacks" in the Queen City area.

DONALD A. PUGNETTI, editor of the *Pasco, Kennewick, and Richland (Wash.) Tri-City Herald*—named editor of the *Tacoma (Wash.) News Tribune*, succeeding PAUL C. ANDERSON—resigned. WILLIAM BECQUETTE, managing editor of the *Herald*, succeeds Pugnetti and city editor WILLIAM KLINK succeeds Becquette as managing editor.

RALPH E. FENTON, vicepresident of administrative affairs at Nassen College, Springvale, Maine, was appointed business manager of the *Augusta (Me.) Kennebec Journal*.

THOM WILKERSON, a former reporter for the *Tampa (Fla.) Tribune*, was promoted from press relations manager to communications officer of Barnett Banks of Florida, Inc.

PETER O. SCHMITT, business manager of the *Aberdeen (S.D.) American News*—named general manager of the publication.

NANCY HENDRICK RUSSO, columnist for the *Norfolk (Conn.) Sunday Herald*—promoted to news editor.

CHRISTINE SCHWARZ, a reporter for the *Concord (N.H.) Monitor*, has joined the staff of the *Hartford (Conn.) Times* as a reporter.

FRANK ATWOOD, garden columnist of the *Manchester (Conn.) Evening Herald*—elected president of the Connecticut Horticultural Society.

John A. Park, Jr.

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Courtyard is dedicated to A. Matt Werner

When the University of Wisconsin's Vilas Communications Center officially opened early in May, the courtyard leading to the building was dedicated to A. Matt Werner, who was cited as the person "who best links journalism and higher education in Wisconsin."

Werner, former editor and publisher of the *Sheboygan Press* and currently chairman of the board of the Press Publishing Company, was a regent of the University for 30 years (1939-69). More than half of those years on the Board of Regents were spent in leadership positions.

The A. Matt Werner court is dominated by a huge mosaic which was unveiled during dedication ceremonies by UW Prof. James S. Watrous, carries the inscription: "Freedom of Communication, with its multitude of tongues, transmits for all the creative impulses of our pluralistic society."

Prof. Harold L. Nelson, UW director of the School of Journalism and Mass Communication, explained during the ceremonies that in planning the approach to journalism facilities in Vilas Hall, the committee tried to link journalism education with journalism practice.

Werner's dedication "to these two high callings is legendary," Nelson said.

Former *Wisconsin State Journal* publisher, Don Anderson, joked about early skepticism throughout the state when Werner, a lawyer, took over reins of the *Sheboygan Press* when it was already considered one of the top papers in the state.

"We wondered what he would do to an already-good newspaper," said Anderson, and "we saw him retain strong men on his staff and give them encouragement and a chance to perform even better than they had."

He called Werner's routine change of occupation "a labor of love that has lasted to this day."

Anderson went on to praise the "Werner Regime" for its vigor in local coverage and for remaining staunchly Democratic "when it was considered somewhat improper if not downright immoral for a Wisconsin paper to fail in espousing the Republican faith."

Werner spoke fondly of the University of Wisconsin: "No institution has endured better, not grown stronger, during the sifting and winnowing process."

And of the Vilas Communication Center's contribution to the University: "It stands as a renewal dedication to the discovery and dissemination of truth and knowledge. It reconfirms the conviction that journalism, in whatever form, is a vital tool of a free people."

Three of Werner's sons now hold top positions with the *Sheboygan Press*. Timothy Werner is current publisher, Atty. Anthony M. Werner is president of the Press Publishing Co., and John M. Werner is editor.

N.Y. Times reporter wins Editor&Publisher award

Seven awards for excellence in different fields of reporting were bestowed by The Deadline Club, New York professional chapter of Sigma Delta Chi, the national journalism society.

Each winner received \$500 and the journalism group's "Deadliner" trophy designed by the late Rube Goldberg.

The awards, totalling \$3500 contributed by seven sponsors, were announced at The Deadline Club's annual dinner (May 23) in New York. More than 400 persons attended the function, with proceeds going to the Club's journalism scholarship fund.

Staff members of the *New York Times* received two of the awards, while one each went to journalists at the *New York Daily News*, *Newsweek*, WINS, WNET and United Press International.

Awards were bestowed as follows:

JAMES WRIGHT BROWN AWARD FOR PUBLIC SERVICE REPORTING IN PRINT MEDIA—David Shieler, *New York Times*, for series on corruption in the construction industry.

DEADLINE CLUB AWARD FOR PUBLIC SERVICE REPORTING ON TELEVISION—Selwyn Raab, WNET for his coverage of "The Whitmore Story."

DEADLINE CLUB AWARD FOR PUBLIC SERVICE REPORTING ON RADIO—Paul Parker, WINS, for his stories on the decentralized school budgets.

DEADLINE CLUB SCIENCE WRITING AWARD—Delos Smith, UPI, for his series on his own fight against cancer.

DEADLINE CLUB FINANCIAL NEWS AWARD—Ann Scott, *Newsweek* for the cover story, "World Trade: Can The U.S. Compete."

DEADLINE CLUB UNITED NATIONS REPORTING AWARD—Robert Alden, *N.Y. Times*, for analysis of the declining U.N.-U.S. relationship.

DEADLINE CLUB PHOTO-JOURNALISM AWARD—Ken Korotkin, *The Daily News*, for his photo, "A Life Is Ended."

Sponsors of the awards were EDITOR AND PUBLISHER; General Motors Corporation; General Telephone & Electronics Corporation; Gulf + Western Industries, Inc.; International Telephone & Telegraph Corporation; Paine, Webber, Jackson & Curtis; and Warner-Lambert Company.

At the dinner meeting, the chapter installed new officers. Russell Tornabene, of NBC Radio, succeeded George Bookman, of The New York Stock Exchange, as president.

Want ads soar

The largest classified advertising section in Minneapolis newspaper history was published Sunday, May 20, Gunnar Rovick, classified advertising manager of the *Minneapolis Star and Tribune*, reports. "The Tribune's Sunday classified section of 86 pages ran without benefit of any special promotion—just good old-fashioned want ads," Rovick says, pointing to a record high of more than 218,000 lines for an individual section.

Capitol press unhappy over shield law

The Michigan House of Representatives has approved a shield law to protect newsmen from prosecution for refusing to reveal their sources, but members of the Capitol press in Lansing are still unhappy.

The bill prohibits a "court, grand jury, legislative, administrative, or law enforcement body from demanding information from newsmen or issuing subpoenas compelling production of protected information."

The reason for the reporters' displeasure is that they feel any new legislation can only limit the freedom granted them in the First Amendment. In addition many newsmen feel the house bill contains two major "loopholes."

One loophole specifies that the act "shall not apply to public figures if it can be demonstrated to the satisfaction of the court that the information will disclose clear and convincing evidence of willful reckless publication of an alleged libel or slander."

The other provides for disclosure of information which could "materially affect the verdict and cannot be obtained from any other source."

The bill is expected to face a tough fight in the Senate, where legislators are reportedly hostile to the press over recent stories disclosing high living, junketing, state expense, kickbacks, and other irregularities.

The bill is sponsored by Rep. Jack Vaughn (D-Detroit) and was prompted by jailings of newsmen throughout the country.

Bob Stuart, Capitol correspondent for the *Lansing State Journal* gave the editorial opinion of his newspaper and the personal opinion of many newsmen: "We feel the shield law is not needed . . . What it does, in effect, is give them (legislature) the right to spell out who the legitimate members of the press are and what rights they have. Nothing like this has been needed before." He said that what "one legislature can give, another can just as easily take away."

S. W. Calkins dies

S. W. Calkins of Uniontown, publisher of newspapers in Pennsylvania, New Jersey and Florida, died May 24 apparently of a heart attack. He was 75 years old.

Calkins was publisher of *The Beaver County Times*, the *Bucks County Courier Times*, the *Morning Herald* and the *Evening Standard* and the *Doylestown Intelligencer*, all of Pennsylvania. The *Burlington County Times* of Willingboro, N.J. and the *Homestead News-Leader* in Florida.

He was a former president of the Pennsylvania Newspaper Publishers Association.

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COCKTAIL SPEECHES — Richard Halvorsen, marketing director Minneapolis Star and Tribune, with his wife, center, chatting with Mrs. William Shover, whose husband is personnel and public relations director of the Phoenix Republic & Gazette.



COMMITTEE MEETING—Mr. and Mrs. James Pauloski, left and center, with David Schlink, promotion manager, Peoria Journal-Star. Pauloski is public relations and promotion director for the Indianapolis Star and News.



'HERE IS THE PLAN' — Ray Jackson, center, San Diego Union-Tribune promotion director and convention chairman, discusses last minute program details with Tom Griffiths, right, public service director, Rochester (N.Y.) Democrat & Chronicle, and Emory Hirschler, South Bend Tribune.

Promotion

(Continued from page 14)

pendent Press-Telegram. Again, a good example of how statistics can become spellbinding, if cloaked with humor and a good story line. IP-T research and promotion manager Ray DiPiazza outlined how the film was presented to agency and advertiser groups, complete with Chinese dinners and fortune cookie leave-behinds, to tie in with the Chinese spy theme of the movie.

Ted Grofer, *Detroit News*, showed his award-winning style with a relatively low-budget film that captivated with its outstanding film techniques. Long Island's *Newsday* also entered the Festival and promotion manager David George took many bows for a beautifully-written, soft-selling marketing film about America's largest suburb. Richard Tullar, Advertising Director, *San Diego Union and Evening Tribune*, presented film developed by the National Retail Association, designed to help combat the staggering 3½ billion annual loss of merchandise to shoplifters. The film receives excellent play in schools and makes a good public service effort for any newspaper desiring to offer a helping hand to its retailer friends.

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FOREIGN INTRIGUE — Mrs. Rose Knoopeles, left, with London's *United Newspapers* and Piet Nelissen, Heerle, Netherlands, exchange ideas.

The 16th annual NCA, 1973-74, will be going to press in July, and, if it follows pattern, will be dog-eared by users before the end of the year.

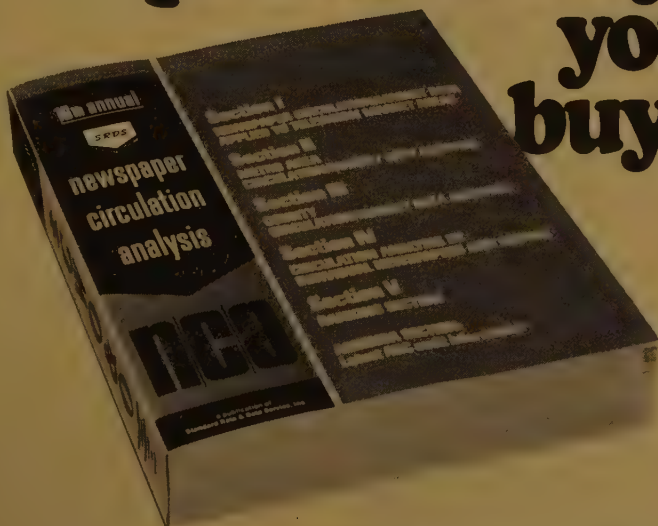
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Times Mirror says it is largest public publisher

The Times Mirror Company has become America's largest publicly held publishing company, according to Franklin D. Murphy, Times Mirror chairman.

Reviewing the company's record 1972 \$611 million revenues and \$42 million earnings at the annual meeting, Murphy also told those present "we think that the current year will be an excellent one in both revenues and earnings."

He cited first quarter results, which show net income up to \$10.3 million from \$5.8 million in 1972, and revenues of \$149.2 million this year, compared to

\$123.1 million for the same period last year. First quarter earnings per share were 31¢, up from 17¢ in the first quarter of 1972.

In other business at the meeting, Dr. Peter S. Bing, Los Angeles investor, was elected to the board of directors. Dr. Bing is a medical man and was special assistant to President John F. Kennedy on science and technology.

Fifteen members of the board were re-elected at the meeting. They are: James W. Aston, J. L. Atwood, Dr. Harold Brown, Albert V. Casey, James F. Chambers, Jr., Harrison Chandler, Norman Chandler, Otis Chandler, Lowell S. Dillingham, Robert F. Erburu, F. Daniel Frost, Thomas V. Jones, Dr. Franklin D.

Murphy, Dr. Simon Ramo and Harry Volk.

At the board of directors meeting following the annual meeting, Charles Redmond was elected a vicepresident of Times Mirror. Redmond has been the company's corporate director of personnel since 1964, and he will retain that title. In addition, Times Mirror's management services, corporate facilities and corporate public relations departments will report him.

The board of directors also declared the regular quarterly dividend of 7½ cents a share on the Common Stock, payable June 19, 1973, to shareholders of record June 4, 1973.

The directors declared the regular quarterly dividend of 17½ cents a share on the Series A Convertible Preferred Stock, payable June 19, 1973, to shareholders of record June 4, 1973.

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Gadsden Times buys out Mid-South stock

All outstanding stock in Mid-South Newspapers, Inc., publishers of the Northwest Alabamian in Haleyville, has been acquired by the Gadsden (Ala.) Times Publishing Co., Frank Helderman Jr., vice president of the Gadsden Times announced.

Helderman, who is the newly-elected president of Mid-South, said the Gadsden-based corporation acquired all Mid-South stock through a tender offer to the stockholders, with all previous mortgages and the fiscal assets of Mid-South paid in full.

The Gadsden Times Publishing Co. publishes papers in Alabama, Kentucky and Tennessee. New officers of the corporation are: Don Thrasher and Frank Helderman Jr., vicepresidents; Buford Thomason, treasurer; Curtis Wright, attorney and interim secretary.

Directors of Mid-South are: Don Thrasher, Frank Helderman Sr., Frank Helderman Jr., Paul Meloun, and Buford Thompson.

Owners of the Gadsden Times Publishing Co. are Mr. and Mrs. Frank Helderman Sr., Mrs. James M. Striplin Jr., and Frank Helderman Jr.

Financial seminar set for June 4-6

The second Working Press Financial Seminar will be held at Irving Trust Company, June 4-6, in New York City, it was announced by the six companies sponsoring the event—Boise Cascade, CNA Financial Corp.; Coca Cola Co.; Merrill Lynch, Pierce, Fenner & Smith Inc.; Tenneco Inc.; Transamerica Corp.

The three-day seminar is designed to provide business and financial editors and writers with additional insight into the interpretation of financial news, and covers such topics as institutional investing, block trading, arbitrage, proxy fights, raids, bond ratings, the process of corporate financial management, and what makes a security worth the price.



Ellen Peck



Dr. E. James Lieberman

Ellen Peck's column for young gets new title, joint by-line

Ellen Peck's "The Column," distributed by the Chicago Tribune-New York News Syndicate, has been given a new name and new by-line. As of this week the column titled "Help" by Ellen Peck and E. James Lieberman, M.D.

Dr. Lieberman, a psychiatrist with special experience in the problems of teenagers and their families, adds his psychological insights to the "big sister" type of advice that has built a bond of understanding between Ellen Peck and adolescent readers.

Mrs. Peck and Dr. Lieberman met in 1971 about the time she was launching the column. They agreed there was need for a book that would offer young people a sensible approach to rapidly changing sexual mores, and fill in the information which many parents and sex-education courses often bypass. Their collaboration resulted in "Sex and Birth Control: A Guide for the Young," which will be published by Thomas Y. Crowell—July 16, with an introduction by Dr. Mary Calderone. The collaboration is now extended to the newly titled three-a-week "Help" column in which they intend to answer kids' questions about sex and about all the other major concerns in their lives.

Dr. Lieberman, born in Milwaukee and raised in Oakland, Calif., received his M.D. from the University of California School of Medicine in San Francisco and his M.P.H. from Harvard School of Public Health in Boston. His psychiatric training was at Harvard and his training in child psychiatry at the Children's Hospital—Washington, D.C.

In addition to conducting a private psychiatric practice in Washington, Dr. Lieberman is coordinator of family therapy at Hillcrest Children's Center and a member of the faculties of both Howard University School of Medicine and Harvard

School of Public Health. He has served as chief of child and family studies at the National Institute of Mental Health. He lives with his wife and two children in Washington.

Ellen Peck, born and educated in Illinois, received her B.A. in Education from Illinois State University. She taught in the public school system of Baltimore for three years before writing two best-selling books, "The Baby Trap" and "How to Get a Teen-age Boy and What to Do with Him When You Get Him." She and her husband, William Peck, live in Baltimore.

'Best' fashion buys offered by Spivak

A syndicated fashion feature, "Best Buys of the Week" is being offered by Max Spivak, who has a merchandising service in New York City and has served as merchandising director of the *New York Herald Tribune* and apparel specialist for the *New York Times*. The illustrated feature shows garments selected by stores as representing fashions that are best values in style, workmanship and price, and it was originally used by the *New York Mirror*. Spivak's office is at 103 Park Avenue.

Local rates available

The annual Newspaper Local Rate Card service, prepared by the Association of National Advertisers is currently available to both members and non-members. The survey contains reproductions of rate cards for 1500 daily and Sunday newspapers, and their rates for local (retail) advertising.

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No message, no ax to grind, no dragons to kill. Just JOHN STEES' quiet, humorous look at happenings about us — politics, progress and people... problems, promises and paragons in national and international news.

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UNITED FEATURE SYNDICATE

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WRN publisher sees countywide a.m. in future

One of the most modern newspaper plants in the world took its biggest single step toward full operation on May 21 when corporate headquarters of the Gannett Group's Westchester Rockland Newspapers and the largest of their nine dailies moved into the new facilities at One Gannett Drive, Harrison N.Y. (Post Office, White Plains, N.Y.).

The *White Plains* (N.Y.) *Reporter Dispatch* joined the *Port Chester* (N.Y.) *Daily Item* in the new plant and by mid summer six dailies with a combined circulation of 110,000 will be printed on the Goss Metro Offset presses.

"We have the printing and personnel capacity for a possible Sunday newspaper and a countywide morning newspaper in the future," said WRN president and publisher Thomas P. Dolan.

At the heart of the new WRN production process is a million dollar computer operation for production and administrative purposes, including setting and justifying photocomposition for the six dailies.

The new plant occupies 123,000 square feet of space on a wooded 50-acre plot that provides ample room for expansion. It replaces four plants in White Plains, New Rochelle, Tarrytown and Port Chester, which were producing six dailies. In the weeks ahead, the *New Rochelle Standard-Star*, the *Mamaroneck Daily Times*, the *Tarrytown Daily News* and the *Ossining Citizen Register* will start being printed at the location.

On one press, the *White Plains Reporter Dispatch* will run its three editions followed by the *Mamaroneck Daily Times*.

On the other press, the *New Rochelle*, *Port Chester*, *Ossining* and *Tarrytown* papers will be printed.

The *Yonkers Herald Statesman* and the *Mount Vernon Daily Argus* will continue to be printed in Yonkers, and the *Rockland Journal-News* in the new West Nyack offset plant. All Westchester Rockland Newspapers now have color capacity.

Steve Strang wins Hearst Foundation writing contest

Steve Strang, a University of Florida senior, topped seven others to win the national writing championship in the 13th annual William Randolph Hearst Foundation's journalism awards program.

The competition was open to six college journalism majors who won first place in the foundation's monthly competition that began last October and ended this month. The two highest scoring students placing second to 10th in any two of the monthly contests also were eligible.

Strang, 22, was awarded a \$1,500 scholarship and a gold medallion at the annual Banquet by Randolph A. Hearst, foundation trustee. An honor student, he is the son of Dr. and Mrs. Edward Strang of Santa Cruz, Calif.

Runner-up

Jim Pratt, a 21-year-old University of Nebraska senior placed second in the competition winning a \$1,000 scholarship and silver medallion. Pratt of Ames, Iowa is a member of Sigma Delta Chi journalism fraternity.

A 20-year-old University of Florida student Randy I. Bellows of North Miami Beach took third place. He received a \$700

scholarship and a bronze medallion.

Other finalists receiving \$25 and bronze medallions were Susan Nightingale, California State University at Fullerton; Ray McAllister, Pennsylvania State University; Mary Ann Galante, University of Southern California; William H. Marlin, University of Utah; and George Hesseberg, University of Wisconsin. The awards program with \$63,550 in prizes comprised six monthly writing contests and one photojournalism competition with championship finals in each division.

INPA

(Continued from page 34)

As first speaker of the a.m. session Malcolm Mallette addressed the group of "the state of the industry". Managing director of the American Press Institute he revealed problems common to the newspaper business, as seen through the eyes of newspapermen in a recent study.

Not least of the negative thinking uncovered was the statement of one editor queried, that he regarded promotion as strictly as "hole pluggers". However, this was balanced by the opinion of one classified manager that he can't get enough space for classified promo ads in his newspaper.

European ways

The remainder of the morning session was devoted to a four-man delegation from INPA Europe, presenting a program titled "Europe Shows Us How".

From Switzerland, Dr. Basilio Rieser *Tages Anzeiger*, Zurich, showed how research could be employed to achieve the necessary promotional campaigns to correct reader attitudes and improve advertising lineage.

Brian Knox-Peebles, marketing manager for United Newspapers Ltd. of England gave a detailed look at the changing British newspaper industry. Metro London Newspapers, for instance, are facing increasing competition from a ring of suburban newspapers. The cost of newspapers to the readers has already increased by 150%.

Two marketing experts from Heerlen in the southern part of Netherlands gave a joint presentation about their newspaper the *Limburgs Dagblad*. Again, the emphasis was on using research to discover your problems, making the improvement in your product, and promoting it. Stop and starts had been running neck and neck in perfect timing until the speakers, Harry Beeren and Dr. Piet Neilsen, set to work on the problem. They interviewed over a third stop and start, and while it took almost wholesale change in editorial staff to achieve the desired new look in the product, the results were apparently worth it. The trend has been reversed.

The afternoon session was highlighted by the presentation of the best house ad in our industry. Tom Speed, assistant promotion manager for the *Atlanta Journal and Constitution*, presented slides of the winning entries and a take-home "idea" newspaper, chock-full of these same winning ads.



EDITOR & PUBLISHER, 850 Third Ave., New York, N. Y. 10022

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Company _____

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\$10 a year, U.S. and
Canada; all other
countries, \$25 a year.

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'LITTLE MERCHANT' DEBATE

Can the Little Merchant system of delivering newspapers survive? This will be the subject of a debate June 20 when the International Circulation Managers Association conducts its annual conference in Milwaukee, Wis., June 17-21.

Members of the debate panel will be William Merritt, *Washington (D.C.) Star News*; Andrew Smith, *Birmingham (La.) News*, and John C. Goode, Jr., *Richmond (Va.) Newspapers*. The debate will be moderated by Stan Hancock, distributor of circulation supplies.

The carrier problem has been an acute one for several years at many newspapers because of the face of high turnover, deteriorating vehicles and service, complaints from advertisers about ad inserts not being delivered, and core city area deliveries.

Many believe computer technology promises relief in various areas of newspaper distribution, but it has been pointed out by circulation managers that corrective steps must be taken to strengthen the Little Merchant plan. The alternative is the expensive type of delivery, such as night carriers, computer-operated trucks and outside subscription sales.

Thus the debate and what ideas may come out of it assure ICMA members an important and timely segment of the busy

work program that has been lined up for the five-day conference.

A. Robert Oehler, *Cincinnati (O.) Enquirer*, who is president-elect and conference program chairman, has lined up several prominent speakers including Francis L. Dale, publisher of the *Enquirer*, who will keynote the conference.

Automation plan

Looking to the automation of the future, Edward Padilla, *Sacramento (Calif.) Union*, will explain the almost totally computer-controlled circulation program of that newspaper.

Prof. Robert Tottingham, University of Wisconsin journalism department, will discuss various areas of mass communication, including newspaper distribution. This will be on opening day (Monday). The preceding Sunday, opening date of the conference, is given over to registration and the presidential dinner.

Discussion workshops are scheduled for Monday and Wednesday afternoons. Tuesday features are a "hot idea" breakfast, newspaper in the classroom program and talks by Donald B. Towles, *Louisville (Ky.) Courier-Journal and Times*; Daniel Orr, *Boston (Mass.) Globe*; Robert Holt,

Houston (Tex.) Chronicle and Newell Meyer, *Milwaukee (Wis.) Journal & Sentinel*.

They will discuss zone saturation coverage; management by objectives; online inserters and a look at circulation by the International Promotion Managers Association.

City operation

Inner-city operations will be dealt with by Albert E. Von Entress, *Chicago Sun-Times and Daily News* on Tuesday and various circulation classifications, including adult and motor route carriers will be discussed.

The annual banquet is scheduled for Wednesday night at which new officers will be installed.

The conference will close Thursday morning with an open forum discussion and individual meetings of various newspaper circulation category groups.

The social program will include a Sunday golf tournament sponsored by Washington National Insurance Co., trip to an amusement park for youngsters, shopping and lunch for women, trip to the Milwaukee County zoo and horticulture gardens, a harbor boat trip and lunch and a family night at Milwaukee Performing Arts Center. Much of the entertainment has been planned by Harold A. Schwartz, *Milwaukee Journal & Sentinel*, local conference chairman, and his circulation executive staff.



WILL THE REAL MONARCH PLEASE STAND UP?

The Monarch butterfly smells bad, tastes bad. Birds and other predators avoid it. The Viceroy butterfly, (r.) is quite edible. But it mimics the sour Monarch. A hungry bird can easily mistake the two, thereby missing a tasty meal. There are lots of look-alikes in life. People sometimes look quickly at a yellow earthmoving machine and conclude it's made

by Caterpillar. Caterpillar and Cat are registered trademarks of Caterpillar Tractor Co. Those trademarks should only be used to identify products we make. The list includes engines, tires, and track-type machines. So, when you use our name, please make sure you are talking about our products. It will help eliminate a distasteful situation.



CATERPILLAR

Wheel and Track-Type Tractors
Loaders • Scrapers • Engines
Motor Graders • Pipelayers • Off-Highway Trucks

City editors

(Continued from page 9)

concluded that the problem may be attributed to the tendency of universities to insist that most professors have PhD's, a requirement for accreditation of the J-school. Thus many of the college-oriented professors have had little or no experience working for a newspaper.

Another point made without dispute was that journalism schools are not meeting the trend for reporters to become experts in certain fields. Too many graduates come out of J-school with general journalism courses having precluded the study of science, math, accounting, economics, etc.—subjects in which reporter expertise is badly needed.

In further discussion of personnel, it was disclosed that most of the papers now send women reporters out any place, any time—night or day—without regard to sex. Plenty of the papers are using women as police reporters, with their sex presenting no apparent barrier to getting news.

Some of the city editors recommended putting a man and woman together on an investigation team, to get a broader viewpoint.

There were words of caution about unnecessarily offending women's libbers. Example of something offensive would be referring to a "pony-tailed buxom blonde," when the reference is not pertinent to the news and the paper doesn't usually describe men in a corresponding way. Another example said to have brought resentment from women readers was the phrase "divorcee raped"—implying that her being a divorcee brought about conduct that led to the rape. Also objections to the terms "co-ed" and "lady" were reported.

The city editors pondered an increasing problem of duplication between city staff and women's department, as the women's departments trend into general features. Some of the city editors favored absorbing the women's departments. It was brought out that many advertising departments would object on grounds they might lose ads earmarked for the women's section.

Host and chairman for the meeting was Fred Billings, city editor of the *Hamilton Spectator*.

Others participating were:

Duane St. Clair, *Columbus Dispatch*.

Rod Van Every, *Milwaukee Journal*.

John K. Baker, *Wilmington Morning News*.

Van Pritchett Jr., *Memphis Press-Scimitar*.

Irving Kravsov, *Hartford Courant*.

Howard Armstrong, *Arizona Republic*.

Bill Werley, *Phoenix Gazette*.

Sam Perdue, *Columbus Citizen-Journal*.

Robert Wills, *Milwaukee Sentinel*.

Elmer Hall, *Louisville Courier-Journal*.

Lawrence Conner, *Indianapolis Star*.

Tom Ryder, *Evansville Press*.

Bill Worth, *Dayton Journal-Herald*.

Ross Weichel, *Kitchener-Waterloo (Ont.) Record*.

Otis Wragg, *Miami News*.

Don Harvey, *Niagara Falls Review*.

John Angelides, *St. Louis Globe-Democrat*.

Land developer ordered to suspend ads by HUD

The first suspension of a developer of charges of misleading advertising was announced May 29 by George K. Bernstein, Administrator for the Office of Interstate Land Sales Registration, U.S. Department of Housing and Urban Development.

The suspension order was issued to Gilbert H. and Elma V. Beck, trustees for Colin Van Way Coffey of Scottsdale, Ariz., developers of Pebble Lake, in Mohave County, Ariz.

Bernstein said he found "little or no resemblance" between the promoter's advertising and the actual condition of Pebble Lake, as reflected in the statement of record filed with HUD.

Elementary school uses newspapers for textbook

Since last September, all 350 pupils of Emerson Elementary School in Granite City, Ill. have been using the *St. Louis Globe-Democrat* as their primary textbook for all subjects.

The ANPA said this was the only school in the country using newspapers as the principal classroom tool. Standard textbooks have not been completely eliminated, but about 85% of the teacher's instruction is based on the newspaper in grades kindergarten through sixth grade.

The students will be tested at the end of the year to see what effect the innovation has had on their ability. School principal, Al Wilson reported that the pupils are "already doing better than before on standardized tests in the school district." Unless something unforeseen develops, he said the same method will continue next year.

IMPORTANT NOTICE

Effective July 1, 1973, Classified Advertising Rates will be as follows:

"POSITIONS WANTED" (Payable with order)

4-weeks\$1.15 per line, per issue
3-weeks\$1.25 per line, per issue
2-weeks\$1.35 per line, per issue
1-week\$1.45 per line

Count 5 average words per line
or 38 characters and/or spaces
3 lines minimum (no abbreviations)

Add 50c per insertion for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at \$1.00 extra

"ALL OTHER CLASSIFICATIONS"

(Remittance should accompany classified copy when submitted unless credit has been established.)

4-weeks\$1.70 per line, per issue
3-weeks\$1.80 per line, per issue
2-weeks\$1.90 per line, per issue
1-week\$2.00 per line

Count 5 average words per line
or 38 characters and/or spaces
3 lines minimum (no abbreviations)

Add 50c per insertion for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at \$1.00 extra.

DISPLAY—CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is \$3.60 per agate line—\$50.40 per column inch minimum space.

Editor & Publisher

850 Third Ave., N.Y., N.Y. 10022
(212) 752-7050

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City _____ State _____ Zip Code _____

Classification _____

Copy _____

☐ Assign a box number and mail my replies daily

To Run: _____ Weeks _____ Till Forbidden

Please indicate exact classification in which ad is to appear.

Mail to: EDITOR & PUBLISHER • 850 Third Ave. • New York, N.Y. 10022

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ENERGY CRISIS

NEWSMAN with years of experience covering the energy industries writes The Energy Report, a unique weekly feature that examines significant developments in an increasingly important field. For samples and cost, write Bill Mullins, The Energy Report, 2 Oaktree Drive, North Brunswick, N.J. 08902.

GENERAL

ET SMART: "Ask Aunt Madge," 6 questions and answers column. Free samples. Madge, 3757 Macbeth, San Jose, Calif. 95127.

ANNOUNCEMENTS

BOOKS AVAILABLE

Now Available!
"How To Build A Profitable Newspaper"
ells what management must do if a newspaper is to make money. Explains how to recognize and overcome the pitfalls. The emphasis is on the opportunities and profit-making aspects in today's market. Price \$19.50—Available to rated firms on 0-day inspection.
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34 N. 13th St., Philadelphia, Pa. 19107

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INTERESTS WANTED as partners. Well proposed, non-competitive business. D. Ornstein, DuQuoin, Ill. 62832.

GENERAL

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AT YOUR OWN RISK—Light, good-natured humor from the woman's viewpoint, 500 words weekly. Samples. Gazette Press, Box 176, Glenwood Springs, Colo. 81601.

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"THE STRANGE WORLD OF BRAD STEIGER", now in 45 U.S. papers with over 5 million readers. Samples, rates and data on request. Other Dimensions, Box 140, Decorah, Iowa 52101.

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EDITORIAL CARTOONS and comment, church directory illustrations, horoscope, movie reviews, crossword puzzle, humorous cartoons, other quality features for the weekly editor (off-set only). Prices for all (11) features start at \$6.50, based upon circulation.

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Ph.: (404) 252-5355

WINES

ON WINES. Illustrated column feature. Samples. Bill Sonstein, P.O. Box 11278, Elkins Park, Pa. 19117.

ANNOUNCEMENTS

BUSINESS OPPORTUNITIES

Chicagoland Area
NEW SUNDAY NEWSPAPER
Starting in June, need 6 investors with \$5,000 to \$20,000. We have 6 spots to fill: ad manager, sports, reporters, classified and circulation. This will be a mass saturation publication with growth in mind. If you are sincere and want to become a part of an aggressive new venture where everyone takes part and invest in your future and are capable of handling any of the above positions and have the investment capital, phone (312) 471-2734, Mr. Eubanks. Or write President, S.M.I., 6743 So. Western, Chicago, Ill. 60636.

ONLY WEEKLY in county of 80,000 (1 daily) in Zone 4 seeking one working partner with small amount of capital to buy in and help double (and maybe triple) present gross of \$35,000. Believe us, it's here! Prefer good ad man; we'll handle editorial content. Reply at once to Box 937, Editor & Publisher. This won't last long!

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PARTNERSHIP AVAILABLE in community oriented Zone 2 bi-weekly. Expansion planned. Box 935, Editor & Publisher.

Rocky Mountain Newspapers
BILL KING ASSOCIATES
2025 Foothills Rd., Golden, Colo. 80401.
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SOUTHERN California large profitable long-established weekly. Owner retiring. Box 759, Editor & Publisher.

ANNOUNCEMENTS

NEWSPAPERS FOR SALE

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2 AREA 5 OFFSET WEEKLIES. Gross \$75,000 and \$135,000. 1 county seat. 29% down. Jim Southern, broker, 703A Magellan, Lee's Summit, Mo. 64063.

GREATEST POTENTIAL IN CALIFORNIA. Tab covers 8,000 "Mobile Home Dwellers", another 40,000 nearby waiting, 2 operate (advertising/editorial), \$35M, terms. MOBILE HOMES MESSENGER, 35583 Cornell Dr., Yucaipa, Calif. 92399. (714) 797-6850.

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Legal Daily	\$2 1/2 million
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East Texas Weekly	20,000
Louisiana Weekly	80,000
Missouri Weekly (2)	50,000
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NORTHERN CALIFORNIA WEEKLY in county seat, starting fifth year, legal adjudication, second class mailer, in foothill gold country. Needs infusion of capital, energy; has basic following. \$25,000 including building; could be less if building financed. Not interested in conversation with "no money" buyers. The Independent, 319 Broad St., Nevada City, Calif. 95959. Come and see; don't phone.

WEEKLY FOR SALE, Southern New England. Well established, profitable, ideal for couple. No curiosity seekers. Box 931, Editor & Publisher.

CLASSIFIED Advertising Rates

"POSITIONS WANTED"

(Payable with order)

4-weeks	\$1.10 per line, per issue
3-weeks	\$1.20 per line, per issue
2-weeks	\$1.30 per line, per issue
1-week	\$1.40 per line.

"ALL OTHER CLASSIFICATIONS"

(Remittance should accompany classified copy when submitted unless credit has been established.)

4-weeks	\$1.60 per line, per issue
3-weeks	\$1.70 per line, per issue
2-weeks	\$1.80 per line, per issue
1-week	\$1.90 per line.

Count 5 average words per line or 38 characters and/or spaces
3 lines minimum (No abbreviations)
Add 50c per insertion for box service and count as an additional line in your copy.
Air-mail service on box numbers also available at \$1.00 extra.

See page 38 for new rates beginning July 1.

WEEKLY CLOSING TIME
Tuesday, 4:30 PM New York Time

Editor & Publisher

850 Third Ave., N.Y., N.Y. 10022
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ANNOUNCEMENTS

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SEMINAR, a Quarterly Review for Journalists by Copley Newspapers. "Seems to be trying hardest to find a middle ground in reference to the old adage that 'nothing is ever right about the newspaper business' in the Columbia Journalism Review and nothing is ever wrong about it in Editor & Publisher!"—Martin S. Hayden, editor, The Detroit News. Sample copy free. Special introductory offer, one year (four issues) \$2, one-third off regular \$3 price. Box 1530-E, La Jolla, Calif. 92037.

FREELANCER'S NEWSLETTER: the semimonthly forum where publishers announce their needs for freelance help on editorial/graphics projects. An invaluable tool for writers, artists, editors, photographers, indexers and all who freelance in publishing. \$16.00 yearly. New Subscription Department, 250 W. 57th St., New York, N.Y. 10019.

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One of the nation's fastest growing specialty magazines is for sale. Over 500,000 paid subscribers with excellent renewal results, plus improving advertising space sales; and a future that could enable this publication to double within 12 months. Present owners have other business ventures they wish to pursue, and feel this publication would be a greater asset to an organization or group more experienced in the publishing business. Principals only. Write Box 861, Editor & Publisher.

MACHINERY & SUPPLIES

COMPOSING ROOM

GOOD BUYS—offset composition equipment (trade-ins for Compugraphics) from clean plants and proud owners: Justwriters, used Compugraphics, Fototype, Compisitors, Headliners, Fairchild PTS 2020, Photon 713-5, Linofilm Quick, ATE, Vartypers, etc. National Publishers' Supply Corp., Berlin, Wis. 54923 or 18 W. 22nd, NYC 10010.

NEW COLD TYPE HARDWARE

Used only 6 weeks, for sale at a discount. Capable of producing type for small newspaper, tabloid, metropolitan or a typehouse, through to paste-up ready for camera. Consists of 2 AM430 keyboards, one AM744 photosetter with 7 lenses, 1 type disc, type size range from 6 to 36 pt., 4 font capacity, 4 K Program logic, 1 AM745 processor, 1 waxer and 5 heavy duty paste-up tables and other equipment. Call Quakertown, Pa., (215) 536-4440 or (215) 967-1384.

JUSTOWRITERS — COMPUGRAPHIC All models. Service provided by manufacturer. FHN Business Products, Church Rd., Mt. Laurel, N. J. 08057. (609) 235-7614.

MACHINERY & SUPPLIES

COMPOSING ROOM

WARREN 2000 COPIER, less than 1 year old and like new. Box 903, Editor & Publisher.

GOING COLD TYPE?

Four Linofilm Super Quicks with Option cabinets and over 100 grids and width plugs, 2 Linofilm Quick Keyboards, 4 Magazine mixing models with counting plugs, 2 Justape computers, processor, waxer. Contact J. Brooks, News-Journal Corp., 901 Sixth St., Daytona Beach, Fla. 32015.

ELECTRONS, COMETS, two Model 23 Vandercook Proof Presses, Model 325 Vandercook cylinder full page proof press, Kemp remelt system 8 pig mold, pot and dump cart lift with 6 carts, 30 tons standard Linotype metal. Steel chases. All items sold as is, where is. The Washington Star News, 2nd and Virginia Ave. S.E., Washington, D.C. 20003. Ph: (202) 484-4760, L. A. Larson.

ALL MODELS

Linotypes—Intertypes—Ludlows
PRINTCRAFT REPRESENTATIVES
136 Church St., N.Y.C. (212) 964-1370.

JUSTOWRITERS—Large selection of excellent trade-ins, for rent-lease, or for sale easy terms. NAPSCO, Berlin, Wisc., and 18 W 22 N.Y.C. 10010

MAILROOM

WIRETYER Model 101 GA—single tie, purchased 1966—cast iron construction—several tie blocks and spare parts.

METRO-STACKER — Sta-Hi Bonnier alternate feed—Duel power takeoffs—portable—with spare parts.

SIGNODE KW-777-P—1966—220V, 3 phase 60 cycle AC—with general strapping inline feeder and spare parts—available mid-August.

SIGNODE KW-876-P—1969—with Cutler Hammer inline feeder—low bundle attachment and spare parts—well maintained — observe in operation — available mid-August.

All equipment FOB Allentown, Pa. Call or write Alfred Trinkle, Call-Chronicle Newspapers, Allentown, Pa. 18105. (215) 433-4241.

CUTLER HAMMER standard and heavy duty 28" centers newspaper conveyor sections, press connections, mailroom tables and corner heads. Also heavy duty 20" centers tabloid conveyor with press connection, mailroom table, and assorted heads. Many spare gears, rollers, frames, etc. No reasonable offer for all or part refused.

LOS ANGELES TIMES, TIMES MIRROR SQUARE, LOS ANGELES, CALIF. 90053, (213) 625-2345, BILL HATCHER—PURCHASING DEPT.

MATERIAL FOR SALE

SAVE MONEY on cold type paper and litho films. National Publishers' Supply (NAPSCO), Berlin, Wis. 54923, phone (414) 361-0660, or 18 W. 22nd, NYC, 10010, phone (212) 691-9850.

MISCELLANEOUS

2 LINOTYPES with TTS units Model 5 and 31 (Gas) 30 M Liners

1 LINOTYPE with Star Quadder and Mohr saw (Gas) Model 14

1 LUDLOW (Gas) 20 drawer cabinet with 17 fonts

1 ELROD strip caster (Gas) Model K and 7 molds

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1 HAMMOND full page Shaver Model S-8

1 HAMMOND Radial Router Model R-4-B

1 FAIRCHILD Scan-A-Graver (Illustrator)

Contact: Gary Hirt, Bellevue Gazette, Bellevue, Ohio 44811. (419) 483-4190.

MACHINERY & SUPPLIES

MISCELLANEOUS

HANTSCHO-MARK II, 33 x 19%. Web Offset Press.

4 perfecting units, 2 infeeds, 2 sets of chills, 2 Buttlar pasters, Tec dryer and many extras.

Also Rosback 6 pocket collator, stitchers and trimmer.

New machine guarantee.

Call any time. Polygraphic Equipment, (212) 541-7600.

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ROLLS ALL SIZES—BEHRENS Pulp & Paper Corp., 1896 Westwood Blvd., Los Angeles, Cal. 90025. (213) 474-6525.

PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.

Call or write:

PORTAGE (216) 929-4455
Box 5500, Akron, Ohio 44313

PRESSES & MACHINERY

1 UNIT NEWS KING press complete with folder, compressor, hoist, 5 years old, good condition. \$19,500. (803) 583-5791.

2 SCOTT UNITS, 22 3/4" page cutoff, 1 unit with Color Cylinder; Scott reels, tension and pasters, installed new 1957, available immediately. Will make good unit additions Scott equipment. Priced to sell, including dismantle, load on trucks for shipment.

COMPLETE CUTLER HAMMER heavy duty conveyors, all parts, etc., a good buy for Semi-cylindrical single width offset presses.

Write: W-N-M-A, I-N-C

P.O. Box 5258, Main Post Office
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FAIRCHILD COLOR KING 1 unit, recently rebuilt, excellent condition. Box 779, Editor & Publisher.

GOSS SUBURBAN 6 unit, new 1969.

GOSS SUBURBAN 3 unit with folder, new 1964. Excellent condition.

GOSS COMMUNITY, 1 unit with folder and drive.

COTTRELL V-15A, 5 units, new 1968, with folder.

COTTRELL 5 unit V-15, excellent condition.

ROYAL ZENITH Zephyr, 2 unit with folder.

FAIRCHILD COLOR KING, new 1969, 4 units with imprinter.

SUBURBAN half and quarter folder.

URBANITE QUARTER FOLDER —Will guarantee, like new. Also COLE MODEL 106 quarter double parallel folder with cross perforator, new in 1966.

IPEC, Inc.

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Phone: (312) 738-1200

GOSS COMMUNITY, 3 units, excellent condition, used on 1 shift, 5-day week. Auxiliary equipment with press. F. Dale Ivey, Western Hills Publishing Co., Cinti, Ohio 45711. (513) 661-3200.

WE HAVE MACHINERY FOR SALE

Pages and pages of it—listed in our special June 9 ANPA/RI Mechanical Conference issue. We know the right people will see these listings, because we're personally putting an issue into the hands of every delegate at the New Orleans convention. Shouldn't your ad be there too?

Call (212) 752-7050 today

MACHINERY & SUPPLIES

PRESSES & MACHINERY

6 UNIT SCOTT LETTERPRESS . . . 22 3/4" cutoff . . . 2 double 3-to-2 folde . . . 4 plate wide . . . 96 pages, includes 2 reversible color cylinders use as color humps, New G.E. pre drive (SCR) with 2-new 75hp motor skip splitter for tabloids; compressi, lockup/web detectors/59" web; portal color fountains; 208 V with complete stereo equipment; 2 pony autolathe; 3 Sta-Hi formers; 1 Evenray pin shrink; 2 curved plate routers, sing, and double; flat-caster, saw, rout, shaver; all in production. Make offer. Peter P. Rudegear, Jr., Leba Daily News, Lebanon, Pa. 17042. (717) 272-5611.

COLE MODEL 101 quarter folder at two knife trimmer with vacuum system for Goss Suburban. Like new, he price. FOLDER, 909 E. 59th St., L Angeles, (213) 235-3131.

GOSS MARK I HEADLINER, 4 unit 22 3/4" cutoff, Uniflow double folde reels, tension lockup. Used 18 month Excellent condition. Claremont Pres 315 San Leandro Way, San Francisco Calif. 94127. (415) 587-2866.

STEREOTYPE

AVAILABLE AUGUST '74 — Cor plete Stereo Department including Nolan 18 ton Pot, Wood Pony 22%, Tension Plate Automiller, Wood Super matic 22 3/4", Sta-Hi Multi-Plex Route Miscellaneous routers, formers, ar mat rollers. All equipment in exce lent condition. Can be seen in dai operation. \$75,000. Contact:

Jerry Prescott
St. Petersburg Times
P. O. Box 1121
St. Petersburg, Florida 33731
(813) 894-1111

TWO WOOD TENSION PLATE STER MATICS (SN 3595 and 3620) 21 3/4" cut off.

Two Sta-Hi Multiplex Routers to capacity 8 plates or 4 plates each. One Lake Erie Directomat direct press molder.

One Sta-Hi Master Matcher
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60 tons standard Stereotype metal. A items sold as is, where is. The Wash ington Star News, 2nd and Virgin Ave. S.E., Washington, D.C. 20000 Ph: (202) 484-4760, L. A. Larson.

WANTED TO BUY

1 OR 2 UNIT GOSS COMMUNIT press with folder. Prefer serial number between 300 and 400. Call (40) 724-0200.

WANTED

For Intertype Monarch 6 Mold Dis Four U 4052 Mold Caps for 5 pts. 9.9 em measure

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OR

Same number of U 4077 Liner Insert and U 4076 Insert Retaining Caps for above measures

CONTACT: Nat Gilchrist
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MOVING—REPAIRING—TRUCKING
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help Wanted...

ACADEMIC

ASSISTANT OR ASSOCIATE professor teach news reporting, editing and supervise news editorial sequence. PhD in newspaper work and teaching experience, organizational ability. Dr. Bruce Underwood, Chairman, Journalism Department, Temple University, Philadelphia, Pa. 19122. Phone: (215) 8489.

THE CHINESE UNIVERSITY OF HONG KONG—Applications invited for Chair-Professorship in Journalism. Require outstanding academic qualifications, considerable experience in teaching, research and news media. Knowledge of Chinese and living experience in East Asia preferable. Salary U.S. \$16,846 per annum or above. Plus other attractive fringe benefits including housing, passages, long leave, and full resume stating experience and date available to Personnel Section. The Chinese University of Hong Kong, Shatin, Hong Kong, B.C.C., before June 12.

WESTERN COLLEGE of 1,000 students seeks Director of Public Relations to assume responsibility for established news bureau, sports information service and general relations program. Should be prepared to edit quarterly magazine within two years. Priority consideration—creativity! Send complete resume to Box 899, Editor and Publisher.

EDUCATIONAL OPPORTUNITY for experienced newsman qualified to work full-time in newsroom of university newspaper while pursuing advanced degree in field of choice. Generous stipend plus tuition. Call or wire Adrian Ambrose, Business Manager, Daily Egyptian, Southern Illinois University, Carbondale, Ill. 62901. (618) 536-3311.

ADMINISTRATIVE

PUBLISHER — Strong on sales for 100 circulation weekly at Two Harbors, Minnesota. Good ad market from fishing, hunting. Salary, bonus and expenses. Write Box 98, Skyline Village, Bemidji, Minn. 56601.

EDITOR-PUBLISHER

One of the nation's most respected suburban newspaper companies is soliciting applications for position of Editor-Publisher of a fast-growing chain of weekly newspapers. The location is ideal, in an area of rapid growth on the fringe of a major metropolitan area where living conditions are excellent.

Candidates for this position should have a solid record of editorial achievement plus proven ability to lead and inspire a staff and manage the business aspects of a newspaper.

We are seeking a mature, experienced individual and offer excellent compensation and benefit programs.

Reply in confidence to:

BOX 960, EDITOR & PUBLISHER

HELP WANTED ADMINISTRATIVE

ATTENTION Advertising Directors, Classified Managers, Editors, Circulation Managers and Salesmen: Be your own boss. We are again seeking qualified people who are capable of managing a franchise newspaper of mass saturation in the Chicagoland Area. \$10,000 minimum investment. Box 924, Editor & Publisher.

MANAGING DIRECTOR for Catholic Diocesan Weekly Newspaper in Pennsylvania. Minimum 5 years experience in either editorial or management of newspaper or magazine. College graduate preferred, must be willing to relocate. Complete benefit package. Salary negotiable in five figures. Must be self-starter willing to take full responsibility for profitability and personnel. Write giving full resume and small photo. Strictly Confidential. Box 850, Greensburg, Pennsylvania 15601. Attn: Msgr. John L. Garred, Personal.

CIRCULATION

ARIZONA TRI-WEEKLY, soon going daily, needs circulation manager with promotion experience. Fast growing area. Write furnishing details. Don Kramer, publisher, Dispatch, Casa Grande, Ariz. 85222.

CIRCULATION MANAGER

needed to meet the challenges of a high-growth area. Next 5 years should see circulation grow 25%. Energetic, goal-oriented person needed who can conceive, plan, organize, manage and implement the staff, sales and distribution programs necessary to meet the challenges offered. Individual must be very strong in human relations and able to plan for and motivate people to their utmost ability.

Our afternoon offset daily, nearing 20,000 circulation, is located in excellent Zone 4 community.

Position offers unusual opportunity for personal and professional development, achievement-oriented pay and excellent company paid benefits.

If you want to learn more about this challenging and rewarding opportunity, send us your resume describing yourself, experience, salary requirements and availability for interview at our expense. If you're truly interested, we want to see you and for you to see us, our paper and our market.

Box 955, Editor & Publisher

ADMINISTRATIVE

HELP WANTED CIRCULATION

CIRCULATION MANAGER for 65,000 daily and Sunday to work under circulation director. No bologna artists need apply. Box 930, Editor & Publisher.

CIRCULATION MANAGER

Experienced person capable of directing door-to-door magazine and free circular home distribution system in Manhattan. Be familiar with, or able to learn, computer application of census and circulation data. Salary plus interesting incentives. Resume: S. Burzon, Wisdoms Child, 2770 Broadway, New York, N.Y. 10025.

IMMEDIATE OPENING

Assistant Circulation Manager on 40,000 PM New England daily. Exceptional opportunity for experienced individual that has the desire and ability to move up and accept management responsibilities. Send complete past work resume with salary requirements in strict confidence to Box 947, Editor & Publisher.

CIRCULATION DIRECTOR for aggressive organization needs manager on 65,000 all-day and Sunday newspaper. Must know transportation, mail, motor and boy delivery under independent distributor system, state-wide distribution. Salary in \$14,000 range. Circulators with managerial background only, please. Zone 1. Resume to Box 944, Editor and Publisher.

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER

Rapidly expanding Southern California 5-aftersnoon daily needs aggressive classified manager to build staff, lineage and profits. Recent acquisitions of weeklies and shopper presents terrific opportunity for record breaking gains. Send full resume and earning records to Box 848, Editor & Publisher.

DISPLAY ADVERTISING

AD MANAGER—Northern New England needs you if you have good track record of display ad sales, retail promotions. Great chance for outstanding second man to move up. Get in on the growth! Excellent salary plus bonus. Future opportunities in chain. Great outdoors recreation. Full resume and earning records to Box 929, Editor & Publisher.

DISPLAY SALESMAN for fast growing Southern California daily. Ideal location for secure future with advancement. Excellent salary and commission plus car allowance and fringes. Send resume to Ad Manager, Daily News, Camarillo, Calif. 93010.

AD SALESMAN WANTED for 19,000 circulation newspaper in attractive community of many varied advantages. Prefer college graduate, but others considered. New offset plant, attractive fringe benefits. Salary open. Apply to Jerry Mayes, Daily News, P.O. Box 929, Bowling Green, Ky. 42101.

OUTSTANDING RETAIL AD MANAGER for major metropolitan daily. Area 5. Top pay, fringes, bright future for energetic leader who can innovate, initiate and motivate. Unique opportunity for proper person. Write Box 870, Editor & Publisher.

WE NEED a sharp business manager/ad sales instructor beginning September 1 to work with our 7M weekly student newspaper. Duties include working with students in planning and selling ads in a market that has been relatively untapped. Minimum 2 years ad sales experience and BA in Advertising. \$10,000-\$12,000 starting salary. Resume to Joe Lewels, Chairman, Journalism Dept., University of Texas at El Paso, El Paso, Texas 79968.

ADVERTISING DIRECTOR, suburban offset daily. Must have production experience, be a strong working advertising salesman, good ideas man and promoter, capable of managing a 5-member ad staff. Excellent growth prospect in Area 2. Write Box 966, Editor & Publisher.

HELP WANTED DISPLAY ADVERTISING

ADVERTISING REPRESENTATIVE who can assume a managerial position; a motivator; an experienced salesman who can take charge in a human way. Zone 2. Box 920, Editor & Publisher.

ADVERTISING SALESMAN with ability to write some news. Experience on free circulation helpful. Should reach 5 figure salary in 6 months. Job open now. Send references to Box 740, Editor & Publisher.

An Expanding Dynamic

DENVER, COLORADO

suburban weekly newspaper group seeks knowledgeable space salesmen with minimum of three years experience for permanent positions with a future. This is an open invitation to all who qualify to contact us now should you be planning a vacation trip in this area. Let us know your plans by writing Jack Collier, Community Publications Company, 8885 W. 14th Avenue, Lakewood, Colorado 80215.

WANTED: Display advertising salesman. Exceptional opportunity for experienced person to determine his own salary on a high percentage basis of advertising sold. Write complete application information to J. C. Phillips, Borger News-Herald, Borger, Texas 79007.

ADVERTISING DIRECTOR: top notch sales manager for California high income, competitive area. Should be good at sales managing, personal executive level selling in high pressure atmosphere. Job calls for person who has a sales revenue record with demonstrated ability. Needs chain store advertising background, marketing and ability to promote advertising sales with record on papers 25,000 to 100,000 circulation. Give complete business and education details and income required to Box 957, Editor and Publisher.

NORTHERN ILLINOIS suburban newspaper group seeks advertising representative to make calls at major retail chain store headquarters and cover general advertising accounts in Chicago area. Starting salary range: \$14-15,000. Excellent fringes. Send complete resume, references. Box 847, Editor & Publisher.

EDITORIAL

UNITED METHODIST PUBLICATION seeks person with newspaper experience and knowledge of the denomination. Writing, layout, editing involved. Some travel. Send resume, recommendations and salary requirements to Box 967, Editor & Publisher.

CITY EDITOR

Evening-Sunday daily of 37,000 circulation seeks aggressive city editor. Growing area in Portland metropolitan region. Staff of 13 reporters plus photographers. Prefer person with previous city desk experience. Send resume to Kenneth Rystrom, managing editor, The Columbian, Vancouver, Wash. 98660.

SWISS-AMERICAN newspaper weekly, English-German, edit and manage paper, parttime possible. German knowledge desirable, not necessary. Box 895, Editor & Publisher.

UNIQUE COPY READING OPPORTUNITY

Our editorial editor needs a creative copy reader to help handle the editing of editorials, in-depth features, legislative reporting and special interpretive news projects done by staff or 5 editorial writers. There is some work with syndicated copy as well.

The staff of editorial writers serves 6 down-state Illinois dailies with a combined circulation of 175,000. Salary and benefits excellent. Send resume listing qualifications and salary desired to George B. Irish, Lindsay-Schaub Newspapers, P.O. Box 789, Decatur, Ill. 62525.

HELP WANTED**EDITORIAL**

EXPERIENCED, bright-writing reporter wanted by Ohio AM metro. Competitive pay for competitive producer. Box 968, Editor & Publisher.

COPY EDITOR

Do you have 1 or more years of copy desk experience? Are you able to edit copy sharply, write accurate and lively heads and layout pages?

If you answered "yes" to those questions, we have an opportunity for you on our 19,000 circulation, 6-afternoon offset paper. We are located in a friendly city of 35,000 in a rapidly growing area.

Salary commensurate with your ability, plus excellent company paid benefits.

If you'd like to come and grow with one of the Southeast's most progressive newspapers, please contact Jack Hildebrand, Evening Herald, P.O. Box 11707, Rock Hill, S.C. 29730. Phone (803) 327-7161.

OPENINGS FOR sports editor and news editor in growing Southwest daily and weekly chain. Good opportunity for experienced persons. Write Box 901, Editor & Publisher.

ASSOCIATE EDITOR—Unusual opportunity for skilled journalist on nation's leading Black business magazine. Convenient Mid-Manhattan location. Salary negotiable. Resumes will be held in confidence. Mail to Black Enterprise, Personnel Dept., 295 Madison Ave., New York, N. Y. 10017.

SUBURBAN WEEKLY PUBLISHER

One of the U.S.'s largest and most respected newspaper groups is expanding in the suburban weekly field.

We are seeking top manager-editors who know both the business and editorial sides of suburban newspapering. In addition, they must have the ability and aptitude to exert responsible leadership of the staff and in the community.

Liberal salary, other benefits.

Send resume to Box 887, Editor & Publisher.

SPORTS EDITOR—Medium PM Zone 5 daily. Excellent situation with advancement potential for person with leadership and flair for words and layout. Box 873, Editor & Publisher.

FACULTY ADVISOR sought for professional university newspaper, The Ohio State Lantern. We want an experienced newsmen with sufficient diplomacy to exercise reasonable but firm leadership for this 5-day, 40,000 circulation operation. Editorial responsibility only. Opportunity for teaching and graduate study. Salary negotiable based on experience. Equal opportunity employer. Write: Dr. William E. Hall, Director, School of Journalism, Ohio State University, Columbus, Ohio 43210.

WIRE EDITOR

For 7-day 30,000 AM offset daily in college community. Must be experienced, energetic, thorough and able to take charge in absence of managing editor. Salary open. Zone 3. Send resume and salary requirements to Box 939, Editor & Publisher.

WORK YOUR WAY to weekly ownership in Zone 2. For details and sample copies, Box 905, Editor & Publisher.

17,000 CIRCULATION DAILY in Zone 3 has opening for Sunday editor. Salary negotiable. Full resume requested. Box 850, Editor & Publisher.

AREA 7 DAILY has opening for second person on news staff. Must have camera knowledge. Tell all in resume to Keith Kemper, Publisher, Times-Herald, Alliance, Neb. 69301.

HELP WANTED**EDITORIAL**

SPORTS EDITOR opportunity in Zone 9. Circulation over 25,000 daily and Sunday. Broad coverage locally, fine community, growing region, no smog, lots of recreation opportunities, interview and moving expense. All replies confidential. Write Box 897, Editor & Publisher.

FOOD EDITOR/WRITER

A leading Zone 5 metropolitan daily-Sunday seeks food editor or writer. Desire experienced person preferably with degree in home economics-journalism with orientation toward foods. Write Box 727, Editor & Publisher.

EDITING—Editing with managing editor potential, Catholic family magazine. Relocate Midwest. Large growth potential in position and salary. General magazine experience essential. Resume and salary to Box 968, Editor & Publisher.

WANT ALERT, aggressive city editor for growing, middle-sized PM daily in Zone 2. Must be quick to react to breaking news and capable of directing reporting staff in highly competitive news area. Should be strong on crisp copy editing and quick to recognize and assign stories before they're stale. Attractive benefits. Box 943, Editor & Publisher.

SOUTH FLORIDA

Award-winning women's feature section needs assistant women's editor to help stimulate staff of 6. Applicant must be an experienced journalist with editing and layout ability. Send resume and sample copies of work to Box 900, Editor & Publisher.

NEWS EDITOR to lead staff on prize-winning 13M offset daily. Prefer Midwesterner. Contact Roger Matz, The Sentinel, Fairmont, Minn. Tel: (507) 235-3303.

REPORTER WANTED—We need a reporter who has a couple of years experience, is fast on his feet and accurate. If this describes you, contact Editor, Gastonia Gazette, P.O. Box 1538, Gastonia, N.C. 28052.

AM NEWSPAPER in major city in Carolinas needs sports writer with 2 to 5 years experience who can combine some slot work with coverage that includes major college sports. Duties include page layout, although that would not be daily. Fine working conditions include profit sharing and paid health insurance. Resume with references to Box 962, Editor & Publisher.

FREELANCE**WE NEED GOOD PHOTOS**

Major manufacturer of aircraft in world-wide use is always in market for top quality black and white and color photos of its products in various applications. Also updating our list of writer/photographers in all geographical areas for possible assignments. For details, samples of what we want, write to: Box 863, Editor & Publisher.

"FREELANCER'S TAX MANUAL" explains tax savings, overlooked deductions. Saves you money. Inexpensive. Write Photojournalist, 7318 Ludwig, Houston, Texas 77036.

GENERAL

EXPANDING NEWSPAPER needs experienced editor, reporter, circulation man, cold type composition man. Excellent opportunity to grow with fully established publications. Box 948, Editor & Publisher.

LAYOUT/PASTE-UP

PRODUCTION LAYOUT ARTIST, experienced in producing camera-ready advertising layouts in volume with cold type and repro mat services. Fine working conditions and benefits. Call Mr. Signer, (813) 688-8508 or write 913 S. Florida Ave., Lakeland, Fla. 33808.

HELP WANTED**PRODUCTION**

NEWSPAPER PRODUCTION OPENINGS

Our clients will be interviewing for these positions at ANPA/RI, June 10-14, New Orleans, La.

OPERATIONS DIRECTOR \$25-30,000 For medium sized daily newspaper located on the West Coast. Responsible for all operational departments reporting to general manager. Should have heavy background in production, circulation, and mail room.

COMPOSING ROOM SUPERINTENDENT \$20-28,000 For large metropolitan daily newspaper located in the Midwest. Must have strong background in dealing with unions and photocomposition techniques.

ASSISTANT DIRECTOR OF PRODUCTION \$18-20,000 For corporate headquarters of major newspaper chain. Should have engineering degree and will serve as internal production consultant to all their properties.

COMPOSING ROOM FOREMAN \$17-19,500 For a 100,000 plus daily newspaper on the West Coast. Small percentage still hot type. Must have strong background in labor relations, ITU.

PRODUCTION ENGINEER \$16-19,000 For 100,000 daily located in the South. Must have experience with new equipment and should have degree. Good growth potential into production management.

PRODUCTION MANAGER \$15-19,000 For medium sized daily newspaper in the Midwest. Should have offset and cold type experience. Report to business manager in this union shop.

ASSISTANT COMPOSING ROOM FOREMAN \$14-18,000 For a large East Coast daily newspaper. Should have strong background in photocomposition and training of personnel in new equipment.

PRESSROOM SUPERINTENDENT \$12-15,000 For medium sized daily newspaper on the East Coast. Report to the production manager with responsibility for pressroom and stereo in this union shop.

APPRENTICE FOREMAN, COMPOSING ROOM \$10-12,000 For large daily newspaper located in the South. Will enter training program, management and production techniques, with heavy emphasis on composing room equipment planning.

All Positions Fee Paid

Patrick J. Quinn, Jr.
Booth #109—ANPA/RI

GORDON WAHLS CO.
Executive Search Consultants

33 West Second Street
Media, Pennsylvania 19063
(215) 565-0800

HELP WANTED**PRESSROOM**

PRESSMAN for morning daily in Zone 5. If you can afford to start at \$13,000 per year for a 40-hour week, we need you. Tremendous future if qualified. Send resume to Box 896, Editor & Publisher.

WANTED — Combination man for unit Goss Headliner. Air conditioner, plant, good fringes and scale. See resume to Joe Muldowney, Press Foreman, The News-Sun, 100 Madison St. Waukegan, Ill. 60085. (312) 689-7001.

PRODUCTION

COMPOSING ROOM SUPERINTENDENT for California paper. Must be skilled personnel manager, know computers, cold type and photocomposition equipment. Medium size operation calls for manager with 10 to 15 years experience. New plant, excellent opportunity. Can interview at New Orleans ANPA mechanical conference. Rush resume detailing experience and training in confidence to Box 89, Editor & Publisher.

HOT METAL PRINTERS, stereotype and 1 engraver. Journeymen only will be considered. 6-day evening publication. Open shop, Zone 5. Send resume to Box 904, Editor & Publisher.

COMPOSING ROOM FOREMAN

Cold type, computer operation, 35,000 circulation morning newspaper. Must supervise and train employees and maintain quality control. Deadline responsibilities. Excellent big-company benefits. State expected salary in reply to George Hutchinson, P. O. Box 840, Wilmington, N. C. 28401.

CALIFORNIA SUBURBAN DAILY has opening for composing room foreman. Must have complete knowledge of cold type processes, including camera. Photon experience desirable. Composing room operating under union contract. Good salary; good benefits; good opportunity for right person. Send replies in strictest confidence to Box 94, Editor & Publisher.

PUBLIC RELATIONS

PUBLIC RELATIONS WRITER—Minimum 3-4 years experience. Good personality. For agency specializing in food and agriculture accounts. Send resume to Box 918, Editor & Publisher.

PUBLIC RELATIONS ACCOUNT EXECUTIVE

We're looking for an account executive capable of writing with ease on broad range of industrial subjects. Major activity will be on constructive account and the individual ideal should have some knowledge of the construction field (although not mandatory), be able to take his own photographs and be willing to work with minimum supervision.

Please send complete resume including salary requirements to:

Richard S. Huhta
Burson-Marsteller
One East Wacker Drive
Chicago, Illinois 60601

SPORTS—Hustling, literate person wanted as director of sports information at 13-sport liberal arts college in New York State. Seeking personable individual who is good writer and thorough administrator. Box 958, Editor & Publisher.

SALES REPRESENTATIVES**REGIONAL SALES REPRESENTATIVE**

Major newspaper feature syndicate and supplier of exclusive reader publications and other creative newspaper services has fine career opportunities for aggressive sales-minded person, free to travel a limited territory. Editorial advertising or selling experience desirable. Salary, commission, plus travel expenses in company-furnished car. Training program tailored to person's needs. Send resume and references to Box 888, Editor & Publisher.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

ADMINISTRATIVE

PRODUCTION AND DATA PROCESSING: PROFESSIONAL—Highly skilled in all phases of newspaper production as well as administratively. Experienced all areas from back office through front office, including layout. Looking for heavy challenge at Director of Operations level or equivalent. Absolute confidence. Box 964, Editor & Publisher.

COUNT EXECUTIVE with financial background seeks position with newspaper. Experience includes account supervision, business development. Formerly Editor of weekly and reporter for metropolitan daily. Age 34, married, AB degree in English University of California. Box 965, Editor & Publisher.

CLASSIFIED ADVERTISING

PROFESSIONAL classified leadership position with newspaper. Let this professional minded, profit conscious manager serve your classified needs. Will accept additional administrative responsibility. Box 956, Editor & Publisher.

DISPLAY ADVERTISING

WEEKLY ADVERTISING MANAGER, experienced in sales, promotion, layout, seeking opportunity with small city newspaper. Box 927, Editor & Publisher.

SUCCESSFUL YOUNG ad manager on all daily desires change of climate. Profit oriented and promotion minded. Former Pacific Northwest. Box 925, Editor & Publisher.

NATIONALLY EDUCATED J-Grad (69) seeks salaried display position or similar in Zone 3 or 4. Sales experience. Box 2010 Cooleedge Rd., Tucker, Ga. 30434.

EDITORIAL

POLITICAL SCIENTIST, young college teacher, wants to become reporter. Has news media experience. Strong research, languages. Zones 1 and 2. Box 865, Editor & Publisher.

YOUNG FILM CRITIC, on metropolitan daily, wants to move up. Witty, creative and not-too-esoteric. Clippings resume available. Box 868, Editor & Publisher.

FEATURES WRITER-EDITOR seeks making use of his abilities, versatility, experience. Skilled at editing, writing, layout. Has ambition, common sense, aggressive curiosity. Present employer gets month's notice. Box 908, Editor & Publisher.

DCLIFFE '72 seeks first reporting position—government major—photographer for college paper—Prefer Zone 1 but will go anywhere. Box 910, Editor & Publisher.

RED—Employed but seeking travel, challenge. 10 year pro, 6 metro plus 11 daily, weekly. Solid writer, editor, photographer, sports, news side. Magazine credits. Strong on features. Laid, sober, pressure no problem. Will take right PR job. Box 921, Editor & Publisher.

ENERGETIC, RESPONSIBLE assistant women's editor ready to move up. No relocation any Zone. More than 10 years experience. Resume, writing samples and page layouts available. Acceptable references. Box 882, Editor & Publisher.

YOUNG BEGINNING REPORTER, 4 years experience on college weekly; color, 1972. June '73 grad, BA in biology. Looking for that first job in journalism. Male, single, 23. References, resume upon request. Box 871, Editor & Publisher.

RAH LAWRENCE STUDENT needs first job in a newspaper or magazine on a part-time 3-4 days per week basis. Excellent writer, typist, conscientious. Zone 2. P.O. Box 435, F.D.R. Station, New York, N.Y. 10022.

EDITORIAL

UPI NEWSMAN seeking newspaper editorial/photo position anywhere. 1 year news desk experience. Degrees English, Photography. 25, single. Box 909, Editor & Publisher.

EDITOR—Seeking editorship of medium size daily or large weekly newspaper. Seasoned professional, but receptive to trends which make today's newspaper vital to readers and challenging to reporters. Solid growth record. Top references. Prefer New Jersey, Delaware, Maryland. Box 827, Editor & Publisher.

WOMEN'S EDITOR of one of the country's largest seeks new challenge along with change of scene. Consistent prize-winner for writing, headlines, makeup. Solid newspaper background; young enough to keep pages lively; old enough to do it wisely. Box 855, Editor & Publisher.

AWARD WINNING REPORTER, 5 years experience, wants challenge. Top national references, solid clips, major fellowship winner. Prefer large metro, but will respond to all replies. Box 938, Editor & Publisher.

UP FROM THE RANKS, editorial writer for defunct major daily, with in-depth writing, editing skills, seeks part-time or full-time position in New York-New Jersey area. Box 878, Editor & Publisher.

COPYGIRL—Vassar '73 with accurate spelling, sound grammar, some school publications experience. Box 960, Vassar College, Poughkeepsie, N.Y. 12601.

MY GRANDFATHER and father-in-law have never been president of the United States, but I can offer 9 years of sports writing experience. Only metros with available major college, pro or horse beats need answer. Box 886, Editor & Publisher.

HARD WORKING bright young man with 2 years Capitol Hill writing experience seeks news writing position. International relations background, fluent German. Willing to relocate. Top references. Box 806, Editor & Publisher.

DEDICATED, award-winning newspaper and magazine editor/writer, 45 years for honest challenge with creative publisher. Box 934, Editor & Publisher.

NEWS OR PR—Excellent copy editor, writer, all phases PR; 10 years PR, 15 news. Box 885, Editor & Publisher.

REPORTER/CARTOONIST—I'm 27, married, with a BA in Journalism and more than 3 years experience reporting. Now writing for a daily, I'm selling cartoons freelance while looking for a place to use both: words (general reporting, features) and cartoons (light illustration, panels, anything). Samples. Box 913, Editor & Publisher.

BA JOURNALISM, June '73. Some experience on New York City daily. Sports or general reporting, any Zone. Available July. Box 819, Editor & Publisher.

MY CHILDREN ARE being short-changed in their education. Sports-writer, 40, must make move for sake of 2 sons. Have covered police, city hall, courthouse, but prefer sports. Can handle desk, camera. 9 years with present paper. Prefer West Coast. Box 852, Editor & Publisher.

COPY EDITOR wants to work for daily that likes clean, sharp copy and bright heads. No TTS. Newspaper Fund editing intern; student newspaper editor; freelance and other clips; magna cum J-graduate. May. Box 856, Editor & Publisher.

SKILLED EDITOR-WRITER, education specialist. Several education booklets published. Seeking Education Editor slot. Box 950, Editor & Publisher.

EDITORIAL

WOMEN'S, FAMILY or Lifestyle editor to head people-oriented section. Sensitive, perceptive writer. Not afraid to make waves. Box 942, Editor & Publisher.

REPORTER with 10 years experience—6 on major East Coast daily—seeks editorship of weekly or small daily. Consider anywhere. C. M. White, 12 Roe Lane, Arnold, Md. 21012. Ph: (301) 757-0184.

VERSATILE, EXPERIENCED young writer hopes for sanctuary from wire service types by joining PMs daily where good work is rewarded with good assignments and office politics is low key. Age 28, BA+, 6 years writing background. Box 951, Editor & Publisher.

RESPONSIBLE, hard working man, 22, seeks writing position with newspaper or magazine in sports field. Experience in all athletic areas. Professional Certified skier. BA English. Prefer Zone 1 or 2, Box 953, Editor & Publisher.

EDITOR, 39, of medium daily, seeks immediate opening. Excellent record of revitalizing product, knows hot and cold operations, family man. Phone J. P. Matasich, (618) 235-6106.

YOUNG REPORTER, entertainment editor seeks position writing for small-medium daily in Zone 1 or 9. Box 952, Editor & Publisher.

SEASONED EDITOR with 15 years experience, newspapers and magazines, MA, seeks news, Sunday or city editor's post. Prefer Zones 3 and 4. Write Box 954, Editor & Publisher.

FREELANCE

VERSATILE, PROLIFIC, established wide-angle feature writer (scientific monographs to sex books, celebrity features to children's tales), photographer and pilot, leaving for extended around-the-world trip June 15th to Africa, Europe, Asia, Australia, Middle and Far East, can handle any assignment, freelance, fee or whatever. Lee Witten, 1605 Ivar, Hollywood, Calif. 90028 (213) 461-3094.

HAWAIIAN SPICE for your publication? Honolulu writer offers spot news, features, fillers. Box 933, Editor & Publisher.

LIBRARY

NEED A SHARP newspaper library intern? Contact Mike Keating, 10322 Fidelity, Cleveland, Ohio 44111 for 1973 or 1974.

PHOTOGRAPHY

PHOTOJOURNALIST seeks job as photographer or reporter. Chinese American, Vietnam Veteran. 25, single, BA Journalism. Box 890, Editor & Publisher.

PHOTOEDITOR

Photojournalist with 12 years solid experience; MAJ, and an expertise in photoediting, seeks responsible position. Box 949, Editor & Publisher.

PRESSROOM

WEB OFFSET PRESSMAN—3 years on Goss Unitube, 4 years on Goss Urbanite, could handle Suburban or Community. Experience in camera, stripping, platemaking. Seeking position with small daily under 10,000. Prefer ground floor offset change over. Prefer Indiana or Florida, consider all. Single, 27, dependable, conscientious, references. J. S. Marks, 1042 Columbus St., Wabash, Ind. 46992.

PRODUCTION

I AM SEEKING a position as foreman or assistant foreman of press crew. Know all phases Urbanite and willing to learn other presses. Some background offset composition, including Photos. Available in mid-June or July. Minimum \$10,500. Write Box 875, Editor & Publisher.

QUALIFICATIONS: Mail, stereo, press, engraving and composing (hot and cold). 15 years managerial with 2 papers. Excellent references. Available for confidential interview at ANPA convention, New Orleans, June 10. Box 849, Editor & Publisher.

COLOR TECHNICIAN (26) seeks opportunity. 7½ years with country's top offset paper; last 3½ doing top quality color separations. Background of camera, engraving, stripping, and platemaking. Experienced changeover. Would like to hear of immediate and future openings. Prefer Area 8 but will consider all. Box 946, Editor & Publisher.

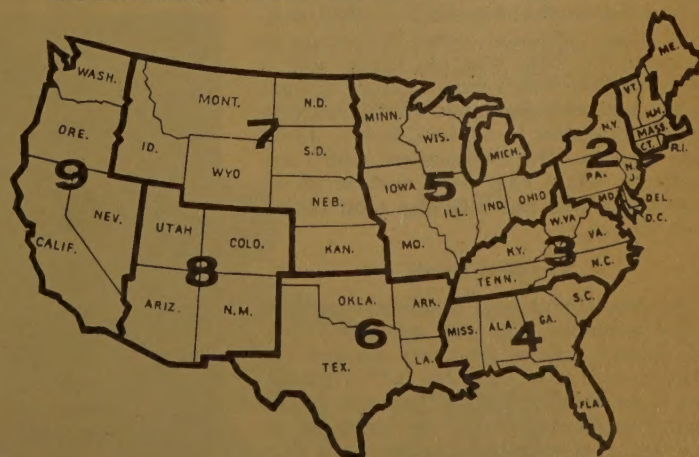
PUBLIC RELATIONS

10 YEARS general public relations experience (government, press and community relations, public speaking, news releases) frosts a cake of news reporting and feature writing/editing. Will relocate. Will travel. Box 928, Editor & Publisher.

WANTED IN ST. LOUIS: Employee/public information job. Now editor major corporation paper. MA Journalism. 5 years experience. Supervisory background. Strong on writing, graphics. Box 961, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Call of the Wild

Some months ago I was rash enough to ridicule the practice of having a secretary ask who is calling before putting the caller through to her boss. I said it serves no purpose, is likely to annoy the caller, and all in all is a waste of time. This brought in a flurry of letters, most of which criticized me but offered no convincing reason for continuing the practice. The writers pretended that the callers were being screened by this ploy, but as everyone knows, a caller is rarely denied an audience after having identified himself. And when he is, he has good reason to be not merely annoyed but enraged.

In the meantime, the following letter appeared in Dear Abby's column:

"I am an executive. I employ a vast number of people and receive a staggering number of telephone calls daily, but I would never allow my secretary to ask, 'May I tell him who's calling?'"

"When I make a phone call personally and receive such treatment, I feel insulted."

"Enclosed is a poem I clipped some years ago from the *Wall Street Journal*. It reflects my sentiments perfectly:

When calling Mr. Jones
I find it most appalling
To have his secretary ask
'May I tell him who is calling?'

One of these days
When I find it all too taxing

I'll come right back to her
and say,

'May I ask you, WHO IS ASKING?'"

Though for the sake of a better rhyme, I would have used *tasking* instead of *taxing*.

Recently, after having been put through the "May I tell him who's calling?" routine, in the course of which I had to spell my name three or four times to a secretary who was not very good at taking things down, I learned that the callee was out. Well, at least giving my name had served some purpose this time, and I left my number so that I could be called back. Then Miss Official asked, "What is it concerning?" This was too much, and I huffily replied that I would rather discuss the subject with the callee. It was nothing I had any desire to conceal, but it would have taken a little explanation, which undoubtedly would have been snarled up by a secretary who has difficulty even taking down names.

Wayward words

"As Jess Unruh said in one particularly trying moment, 'I'm not going to walk out, damnit, this is my party too and I'm going to stay and fight for it.'" I submit that *damnit*, though usually spoken as one word, like *damyanknee*, is not right, or, at any rate, is unsuitable. The reason is that it suggests the pronunciation *damn-nit*,

and if this be nit- (or damn-nit-) picking, make the most of it. The analogy with *damnable* and *damnation*, in which the *n* is pronounced, is too strong to permit *damnit*. The preferable versions are either *damn it* or *dammit*. Webster and Random House both give the one-word version thus. They also give *damfool* and *damfoolish*.

I once saw "the damnest social town," which should, of course, have been *damedest* or *damndest*. And what, pray, tell, is the reason for the apostrophes in "no damn' good" and "a damn' nice change"? To indicate that the speaker did not pronounce the *n*?

Number 471

Paper and reporter are sued for X-rated report

The *Denver Post* and one of its reporters has been hit with a \$225,000 libel suit for a story alleging that the owner and operator of a drive-in theater was showing X-rated films.

The suit claims the reporter knew at the time that the theater owner had already sold the drive-in to another firm which then began showing X-rated films.

The suit alleges that the article caused "damage to his good reputation and to his business profession as a family theater operator."

Voyage to new post

Jim Swartz began his new job as outdoors writer for the *Palm Beach* (Fla.) *Post* with a big splash—a spread of text and pictures about his 266-mile six-day voyage across southern Florida in a 36-foot boat. He is a former sports writer for newspapers in California, New York, Connecticut and St. Petersburg, Fla. For a time he owned a weekly in Leslie, Mich. and before taking the job at West Palm Beach he edited *Cracked* magazine, a national humor periodical.

Managing editors oppose reform of criminal code

The Associated Press Managing Editors Association last week called for defeat of several administration proposed laws aimed at stopping security leaks.

The Criminal Code Reform Act of 1970 "could be used to build a thick wall of secrecy around all federal government operations" said John R. Finnegan, chairman of the APME's Freedom of Information Committee.

In a letter to President Nixon, Finnegan said the proposals appeared so broad "reporters could only disseminate information that the government agencies have approved without fear that they might be charged with a felony."

The proposed changes could be used "to conceal corruption, governmental inefficiency or bureaucratic stupidity" he said.

Finnegan said present law establishes a fair balance between freedom and national security. It puts the burden on the government to prove that information released is sensitive and that it was the defendant's intent to harm the country.

He cited three sections of the proposed act in particular:

—A proposal that government workers would be guilty of a felony if data in their custody were communicated to anyone except a person authorized to have them. This would effectively cut off the flow of information from the bureaucracy to the press, Finnegan said.

—A change in the present standard that the government prove "injury or intent to injure" the national defense in the release of official secrets to a requirement the government show only there was "intent that the information be used" "knowledge that it may be used" in a way that would "prejudice" the interest of the United States.

—Creation of a new offense making it actionable any disclosure of classified information by present or former public servants. Present law covers only communication of certain classified information to foreign governments or Communist

Finnegan is executive editor of the *St. Paul Dispatch Pioneer Press*.

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To Robert Alden for distinguished U.N. reporting.

Deadline Club Award statuette by Rube Goldberg.



Covering the United Nations is a demanding and thoroughly complex assignment.

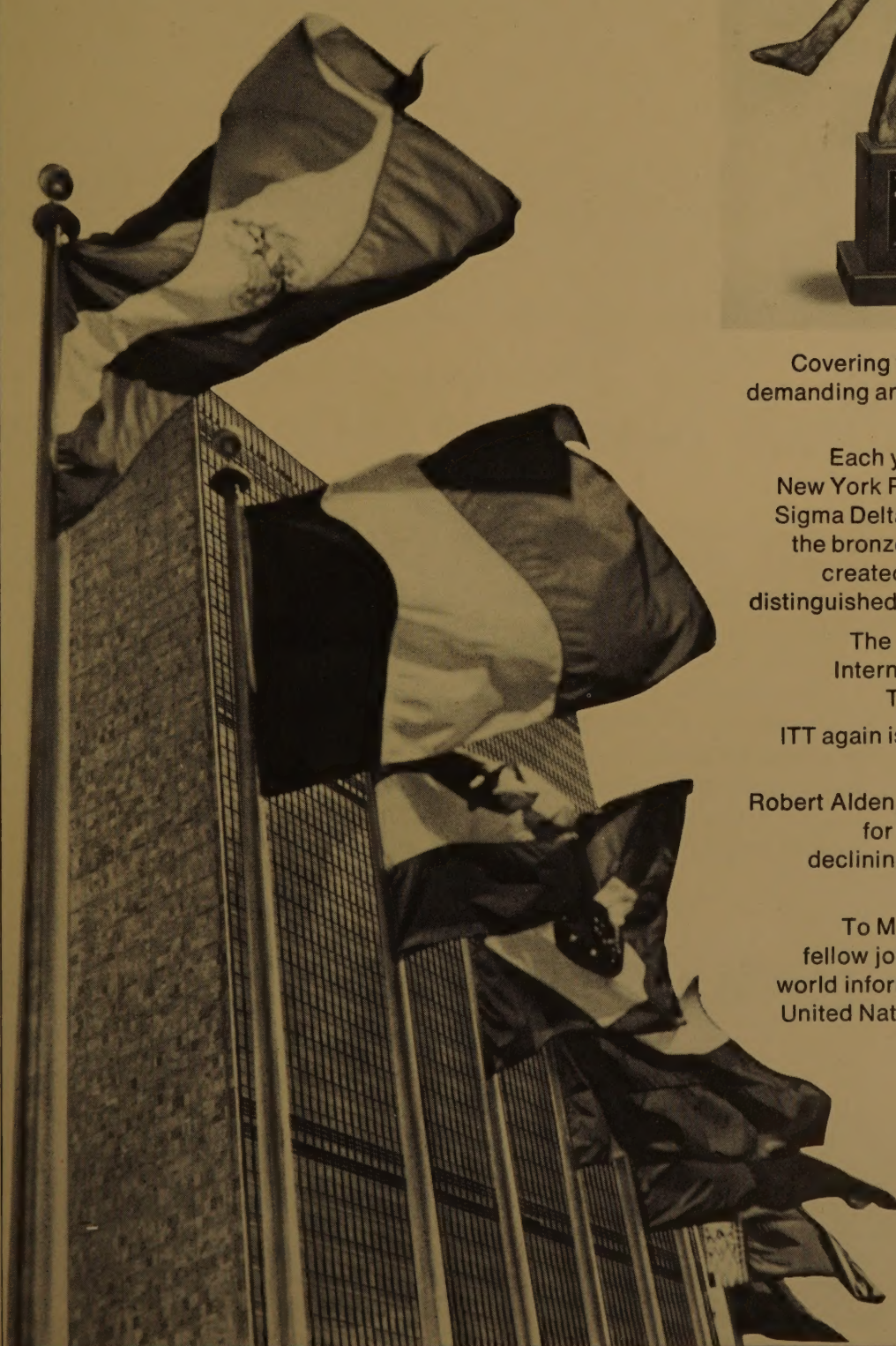
Each year the Deadline Club, New York Professional Chapter of Sigma Delta Chi, awards \$500 and the bronze "deadliner" statuette created by Rube Goldberg for distinguished U.N. correspondence.

The award is sponsored by International Telephone and Telegraph Corporation.

ITT again is honored to announce this year's winner.

Robert Alden, The New York Times, for incisive analysis of the declining relationship between the U.S. and the U.N.

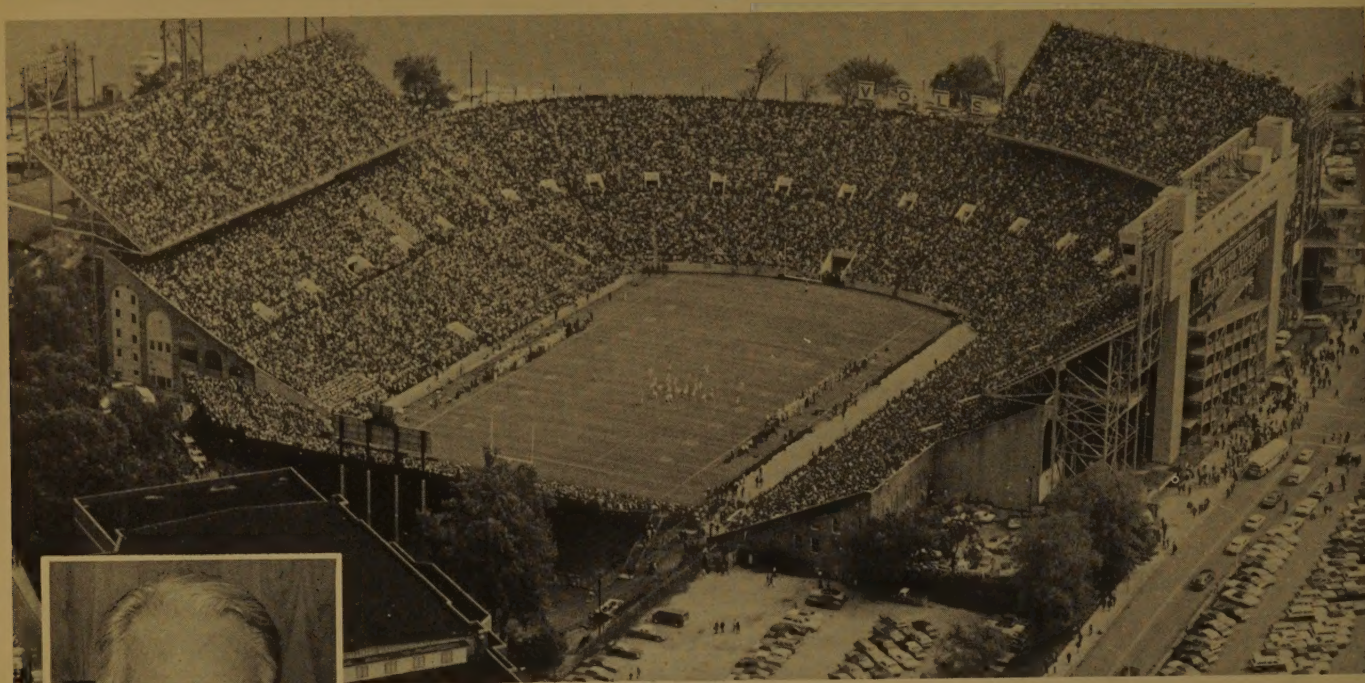
To Mr. Alden—and to all his fellow journalists who keep the world informed on the work of the United Nations—congratulations.



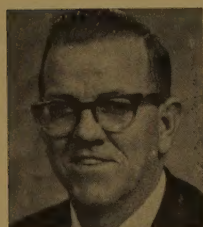
ITT

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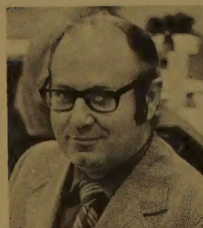
News-Sentinel sports is there



TOM SILER
Sports Editor



RED BAILES



MARVIN WEST

Staff blankets college scene

The Knoxville News-Sentinel sports staff plays to a stadium crowd every day with college sports the department's bag.

Sports editor Tom Siler roams the country covering the big picture. In four decades of newspapering, Tom has built a reputation as one of the nation's leading sports authorities.

At home, the paper's nine-man department blankets the entire range of University of Tennessee athletic activities—carrying more news on Southern football than any other newspaper—and also covers the many recreational sports found in The News-Sentinel's 42-county trade area.

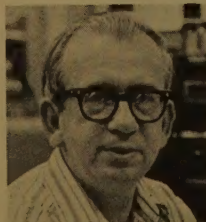
Name the sport, The Knoxville News-Sentinel staff, one of the South's largest and best, covers them all.

The Knoxville News-Sentinel

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